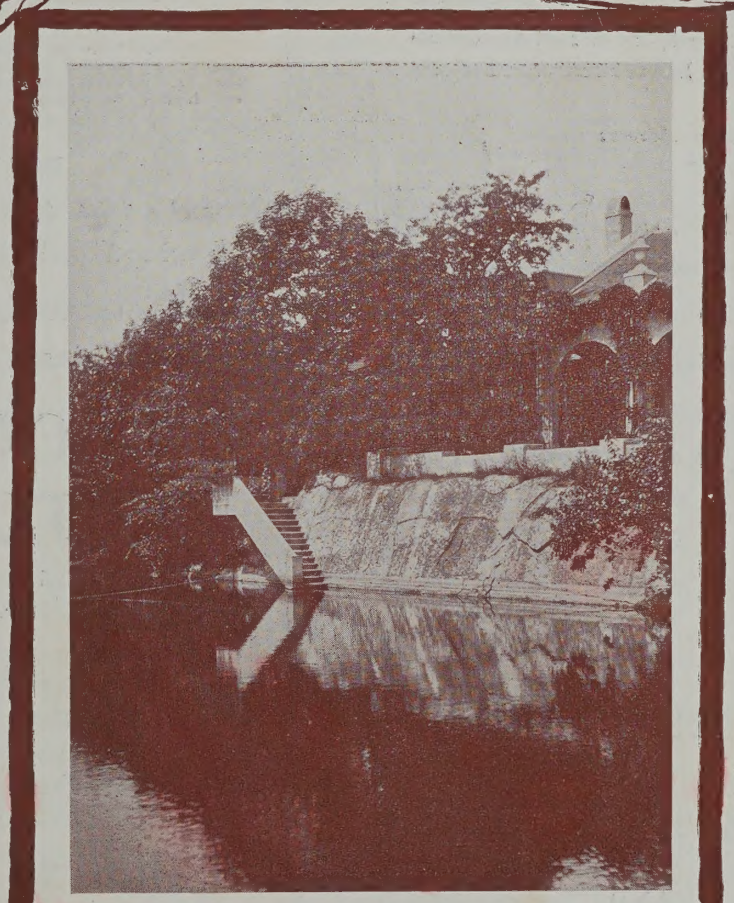
THE

CAPE ANN SHORE



VILLA LATOMIA
(Quarry House)
Residence of Mrs. T. Russell Sullivan, Eastern Point.
A Picturesque Bit of Sunny Italy Transported
to the North Shore—Italian Villa Situated
on Edge of Old Quarry. Now filled
with water

Vol. XXXI. PUBLISHED BY No. 5

August 7, 1926 The Cape Ann Publishing Co. Price 10 Cents

GLOUCESTER, MASS.

GLOUCESTER AND ROCKPORT ON OLD CAPE ANN

Vacation Land of Utmost Variety

This Book Free to you who love the Sea

IT pictures what Old Cape Ann—Gloucester and Rockport—has to offer the vacationist or tourist—its quaintness, natural beauty and opportunities for sport, rest and recreation. You'll enjoy having a copy of this attractive book.

NO matter what your plans you'll want to know more of this delightful vacation land. At Old Cape Ann you'll find greater variety of real enjoyment than elsewhere within equal compass. Here is the sea as you have dreamed of it—wave-washed rocks, calm harbors, rolling surf, white beaches; you'll see the Artists' Colony, the granite quarries, the fishing schooners—the wharves and fisheries which for centuries have supplied our tables. Golf, tennis, boating, surf bathing, fishing parties, hiking, dancing—sport or rest or recreation—comfortable cottages and hotel accommodations at moderate rates.

For full information address:

Dept. , CHAMBER OF COMMERCE
Gloucester, Mass.

The Gloucester Coal & Lumber Co.

Main Office: Duncan St., Gloucester

Receiving coal pockets and lumber pier sheds occupying three large wharves in Harbor Cove. Four acres of floor and dock space.

This company, maintaining for years one of the largest coal distributing plants on the North Atlantic seaboard, has added a

LUMBER AND BUILDING MATERIALS BRANCH

The only concern on Cape Ann receiving lumber by sea and rail.

One of the Largest Stocks of Eastern and Western Lumber, Finish, Millwork, Doors, Sashes, Blinds, Cement, etc., in This Section.

DELIVERIES PROMPTLY MADE.

We have won an enviable reputation for promptness and reliability of product in the coal business. The same principles that have brought this result will be employed in the conduct of our lumber department.

TEL. 66, 666

BRANCH OFFICES:

Magnolia (Tel. 426); Manchester (Tel. 64, 650)

Deliveries Anywhere in This Section of the County

SIGNS!

"WE BELIEVE IN SIGNS"

For

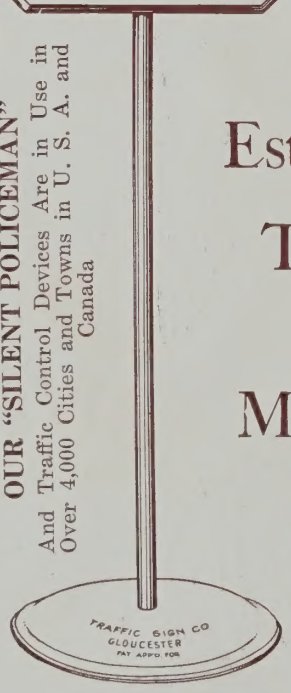
Estates, Clubs, Tea Rooms

AND

Municipalities

SPECIALIZING TO MEET YOUR INDIVIDUAL REQUIREMENTS

OUR "SILENT POLICEMAN"
And Traffic Control Devices Are in Use in Over 4,000 Cities and Towns in U. S. A. and Canada



The Traffic Sign & Signal Co.

GLOUCESTER, MASS.

Telephone 4

GLOUCESTER AUTO BUS CO.

MORRIS KATZ
Vice-Pres. & Gen. Mgr.

RAYMOND I. CARTER
Manager

Exclusive Street Passenger Transportation from Gloucester to East Gloucester, Annisquam, Lanesville, Pigeon Cove, West Gloucester, Essex, Magnolia and Manchester and Around Cape Ann.

Latest Equipped Busses, Especially Designed for this Service

Time Tables on All Branches for Distribution

Starter's Office at Waiting Station, 114 Main St.

General Offices:

48 Bass Ave. **Telephone 1675**

Information Telephone 2195

Special Busses for Lodge Parties, Sightseeing Trips, Etc. Prices on Application.

1896 THIRTIETH YEAR 1926

THE CAPE ANN SHORE

For Sale at
All Hotels and News Stands
On the North Shore
Massachusetts

Oldest Established
Summer Resort Weekly
On the North Shore
1896-1926

A MAGAZINE DEVOTED TO THE INTERESTS OF THE SUMMER COLONY OF CAPE ANN AND THE NORTH SHORE

Covering Cape Ann, including Gloucester, Eastern Point, East Gloucester, Bass Rocks, Long Beach, Briar Neck, Lands End, Rockport, Pigeon Cove, The Annisquam River Territory, West Gloucester, Fernwood, Magnolia, Manchester and the Resort Section of Essex County.

Manuscripts will be given every attention. We welcome communications from our readers.

Published Weekly for 8 weeks during July and August by the CAPE ANN PUBLISHING CO., James R. Pringle, Conductor, Office 95 Main St., Gloucester, Mass. Price 75 cents the season on Cape Ann; $1.00 elsewhere. Tels. 412, 2967.

"Entered as second-class matter July 16, 1920, at the post office at Gloucester, Mass., under the Act of March 3, 1879."

Special Contents, August 7, 1926

VOL. XXXI—No. 5.

KING MACKEREL

A Thumbnail Odyssey of the Mackerel Fishery from 1873 to Today. Past and Present of this Most Ancient Industry. Reminiscences of An Old Timer.

By James R. Pringle

POEM—THE PACIFIST

An Excerpt from Tennysen's "Maud."

MY LADY GOES SHOPPING

By C. Anne Shore

THE WEEK'S YACHTING

By Leigh Bowe

ART AND DRAMATIC

"Fashion" at The Moorland, Hawthorne Inn at Manchester and Magnolia Opens Society Theatrical Season.

Premiere at Leslie Buswell New Playhouse

By Stillington Players

Motivated Drama at North Shore Theatre.

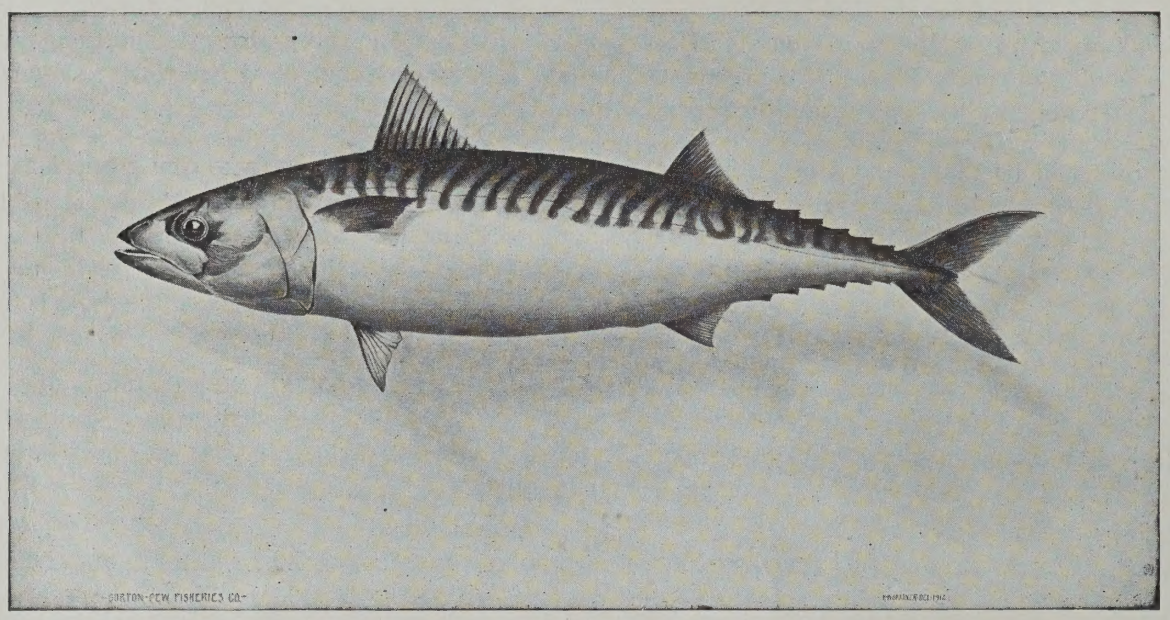
Community House Fantasie to be Held Friday and Saturday in Old Town House Sq.

NEWS OF THE CAPE ANN SUMMER COLONY

By Staff Correspondents

KING MACKEREL

Brief History of New England's Oldest Industry from 1623 -- Source of Great Prosperity for All New England Seaports -- Dreaded Lord's Day Gale in North Bay in 1873, Takes Terrific Toll -- Purse Seine Supercedes Old Methods -- Men Prominent in the Fishery Ashore and Afloat -- "Some of Which I Saw and Part of Which I Was"-- (Since 1873).



The Mackrel—Scomber Scombrus

By JAMES R. PRINGLE
(All Rights Reserved)

"Twinkledoodledum, twinkledoodledum"—
That's the highly interesting song he sung,
"Twinkledoodledum, twinkledoodledum—
The gay mack-er-ol!"

—Old English.

So sing we of the skippers and the men, high liners all, who, faring forth in their trim argosies, have brought home the bacon—the mackerel—ten fold.

Thereon hangs an end-of-the-season yarn, harking back to the beginnings of the business. Perchance, a tabloid Æneid, along the "some of which I saw and a part of which I was" line.

Nineteen hundred and twenty-five has been by all odds the banner season of the mackerel fishery. For 302 years the mariners of Gloucester have brought home their catch, in the lean years and the fat seasons, but never a twelvemonth like that which ended last fall, financially considered.

And this appraisal takes no count of those able seamen, young, sleek, devoid of sea-tan who fare forth at sunset in high-powered craft, coursing hither and yon beyond Eastern Point landing their catch, few know where, masters of

"Ships that pass in the night, and silence reigns in the passing—
Never a signal light shown and never a voice in the darkness."

Prosperity sits high in the prow of their triremes but their song is not of the mackerel. Right lustily they troll "I'm Sitting on the Top of the World," and handsomely at that, occasionally changing their tune to a theme bucolic—

"Oh the Farmer, Oh the Farmer,
And the Farmer took another load away."

a round which never fails to evoke much merriment. With the loud pedal on the last line.

Togged out in purple and fine linen they adorn the street corners by day, cousin German to the gentry in the Gilbert and Sullivan classic—"when the enterprising burglar's not a bootleggin' he loves to lie a-baskin' in the sun." But these birds give out no stocks and shares. Not a chance. But back to our mut—mackerel.

Most Prosperous Season on Record

While there has been one season, 1917, high war prices prevailing, when a few larger individual stocks have been made, the year 1925 is accounted the most prosperous of any from the monetary returns, the "spread" of the business being general and the greater part of the fleet participating in the good luck. Enormous schools of medium-sized mackerel appeared on the coast early in the season and large catches were continuously made until late autumn, the fish being disposed of at the highest prices.

Stocks, as the aggregate returns from the sale of the catch is called, in the cases of many of the largest craft ranged from $40,000 to $66,959, the latter being that of the schooner Stiletto, commanded by Capt. Ralph Webber and Capt. Howard Tobey. The share of the crew, each man who was in the voyage from start to finish, was $1,430.00.

By these figures the Stiletto is the schooner making the largest stock but the fact that she had two masters confuses the situation to a degree as it is the result of two captains' work. It is a somewhat difficult problem to determine just who is highliner so the reader may figure it out for himself.

The Stiletto went "South" in the spring under her regular master, Capt. Ralph Webber, who started the ball with a rush. Unfortunately, before the Southern season closed, he was taken ill and, after stocking $14,000, relinquished the vessel to Capt. Howard Tobey, who commanded the craft to the end of the season, running the total to the figure given. Thus the highest gross stock of the year was made by Captains Webber and Tobey, Captain Webber contributing $14,000 and Captain Tobey nearly

(Continued on page 4)

THE PACIFIST

(An excerpt from Tennyson's "Maud")

Note—Tennyson was one of the great seers of the ages. Witness his prophecy made about 1850 in Locksey Hall, the "look into the future as far as human eye could see—heard the heavens filled with shouting and rain a ghastly dew, from the nation's airy navies grappling in the central blue," and others, verified in the World War. An ardent patriot and imperialist, he had no patience with the Pacifists of his day. Even his poems of sentiment are shot through with his intense nationalism. Witness the following, applicable to the present day, from the poem "Maud." None of his commentators identfiy the indicated individual, although a fair hazard is that John Bright, Quaker manufacturer and apostle of Peace, may have been in mind.—Editor.

Last week came one to the county town
To preach our poor little army down,
And play the game of despot kings—
Though the state has done it thrice as well—
This broad-brimmed hawker of holy things,
Whose ear is crammed with his cotton and rings,
Thus in dreams to the clink of his pence.
This huckster to down war?
Can he tell
Whether war be a cause or a consequence?
Put down the passions that make earth Hell!
Down with ambition, avarice and pride,
Jealousy, down! cut off from the mind
The bitter springs of anger and fear,
Down too, down at our fireside
With the evil tongue and evil ear;
For each is at war with mankind.

AT THE NORTH SHORE THEATRE

An excellent bill will be shown at the North Shore Theatre, Monday, Tuesday and Wednesday next week.

Our main feature will be the great Paramount Picture, "Mantrap," with Clara Bow, Percy Marmont and Ernest Torrence.

Every man and woman in the world is interested in the problems of marriage and divorce—of men and women thrown together in circumstances where the fires of love are awakened against the will.

In "Mantrap," we have a clean, half-humorous picturization of a dramatic plot built around the very things people are thinking about. It tingles with both the humor and drama of the marital state.

"Mantrap," is a drama of two men and a woman. All come from different environments and stations in life, but are thrown together into a strange relationship in the depths of the Canadian woods. The picture abounds in thrills,—a spectacular forest fire providing a big punch. Its humor is brillian, keen and trenchant, done as only Sinclair Lewis knows how.

On the same bill is a great picture. Johnny Hines in "The Brown Derby." Johnny surely hits the bell with this one. As lively a comedy as we've run across in a couple of seasons, crammed with original gags and punctuated with laughs throughout. It carries a first-rate idea built around a happy-go-lucky chap suffering from

(Continued on Page 24)

North Shore Theatre
THE PLAYHOUSE of DISTINCTION
PRESENTING
THE WORLD'S FOREMOST PHOTOPLAYS
THE MOST SELECT FOLLOWING IN THE CITY
EXCELLENT VENTILATION.
ALWAYS 20 DEGREES COOLER THAN OUTSIDE.
CONTINUOUS FROM 1.30 TO 10.30 P.M.
Mon., Tues., Wed.
Clara Bow, Percy Marmont and Ernest Torrence in "MANTRAP."
A Paramount Picture.
Johnny Hines in
"THE BROWN DERBY"
A First National Attraction.
Thurs., Fri., Sat.
Milton Sills and Gertrude Olmstead in
"PUPPETS."
A First National Attraction.
John Patrick and Dorothy Devore in
"THE SOCIAL HIGHWAYMAN."
A Warner Brothers Feature.

"FASHION"

Society Theatrical Event at Moorland Tomorrow Night Promises to be Brilliant Event

The play "Fashion," is undergoing a few changes in the cast. The original Snobson of the New York Theatre is playing Snobson here—Mr. Allan Neagle. Joseph Lazarus has replaced Paul McGrath as Mr. Tiffany, and Mr. Hamilton has joined the cast. Harold McGee is replacing Perry Ivans as director. Mrs. Harold McGee has joined her husband at the Moorland. Mr. McGee was director of the New York production.

Hardie Albright, a fine actor, who is on Eva La Gallienne's Repertory Staff, and has had many of his designs in the Theatre Magazine, is doing the designing and painting of the sets for the play.

Kate Gray and Harold West singing "Call Me a Star," and Kate again, singing "We Met — 'Twas in a Crowd," are said to be two of the charming hits.

The Board of Directors of the Actors' Theatre is composed of 36 members, including; Ethel Barrymore, John Drew, Francis Wilson, Edith Wynn Hamilton, Jane Cowl, Laurette Taylor, Catherine Connell, George Arliss and Grant Mitchell. The advisory committee is: Kenneth McGowan, director, Eugene O'Neill, Maxwell Anderson, Robert Edmund Jones, Francis Wilson, and Grant Mitchell.

The founders: Otto Kahn, Charles Sabin, John D. Rockefeller, Mrs.

(Continued on page 24)

KING MACKEREL

(Continued from page 2)

$53,000. It was an unusual happening as Gloucester masters are usually a rugged lot.

But the highest gross stock of 1925, under one master, as the voyage is usually reckoned, was made by Capt. Ambrose Fleet in the schooner Constellation, with $64,058 to his credit, the crew's share being $1,400.00 each.

Still another factor comes into this equation. The steamers Bethulia and the Annie and Mary each made a gross stock during the year of nearly $60,000.00, the share of the Bethulia's crew, each man, being set down as a few dollars under $3,000.00, and the Annie and Mary nearly the same.

This is the highest mackerel share per man on record for a season of any crew out of Gloucester. The fact that a much larger share was made, per man, by these two steamers is explained by the fact that they carry but 11 in the crew as against 20 to 21 in crew of the schooner seiners. They are among what is known as the Italian fleet and these crews adopt a different method in settling a voyage and eliminate some of the overhead customary in the fleet which shows in the net returns to the crew.

Italian Fishermen to the Fore

The Italians are the latest comers here, obtaining a foothold during the past ten years, and have gone to the forefront as industrious fishermen. Capt. Philip Curcurru, who commands the Bethulia and Capt. Joseph Frontierio, master of the Annie and Mary, are young men, a little over 30, and have demonstrated their title to be enumerated in the "Who's Who" of successful skipperdom.

So that between the three vessels mentioned the championship subject will have to be dismissed by using the phrase of Admiral Schley that there are honors enough for all.

Among the other high marks of the year was that of Capt. Lemuel Firth in the converted sub-chaser the Three Sisters, whose stock this season was $61,000.00.

But Captain Firth in 1917 set the world's record in the mackerel fishery with a stock of $82,569.00 in the schooner Mary F. Curtis, the crew's share each being $1,900.00. The nearest approach to this was by Captain Firth himself in 1918 who in the same schooner stocked $71,477.31 and these stocks both, are a shining mark for some ambitious skipper of the present and future to shoot at. While predictions are vain it is thought that this record, held by a regular schooner, will stand for some time.

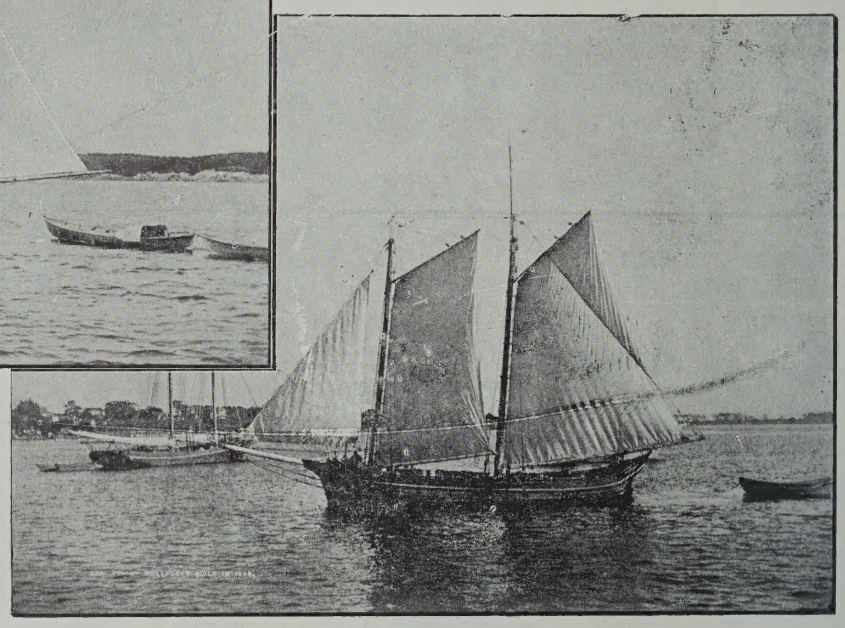
The previous high had been made by Capt. John Matheson in 1916 in the schooner Arthur James, with a gross of $68,000.00. Captain Matheson since his coming into the business some 20 years ago has been one of the consistent high-liners.

Prior to that the record was held by Capt. Sol Jacobs, $48,000.00, in the steamer Alice M. Jacobs some years. During his active career Captain Jacobs was the acknowledged holder of the blue ribbon of mackereldom.

Another high stock was that of Capt. Charles Nelson, just under $60,000.00, who has also been in the forefront of the topnotchers for the past 15 years. Captain Nelson commands and owns the steamer Nyoda, in addition to other craft, and as commander and owner, it is said that his individual share as skipper and owner combined totals a record for returns from any one craft.

Other good stocks during 1925 have been those of the schooner Harvard, Capt. Alonzo Smith, $46,379.00; Catharine Burke, Capt. Wallace Parsons, $47,291.00; Mary F. Curtis, Capt. Daniel Keating, $47,037.00; Killarney, Capt. Wallace Walker, $35,769.00; Arthur James, Capt. Asa Baker, $32,000.00, Captain Baker being handicapped from the fact that his vessel was dismasted while on the southern voyage, valuable time being consumed before other sticks were stepped and the vessel again on the grounds. The mackerel netters, too,

"Schooner Grayling," 1892. Type of schooner used from 1890 to present in mackeral fishery. The "Grayling" is a return to the Pinkey type, approximating the clean run and sharp stern of the Pinkey.



Pinkey "Wellfleet," built in 1828. Type of craft used from just after Revolution to 1850 in the mackerel fishery. Sharp sterned, the Pinkey was pronounced one of the most seaworthy fishing boats yet designed.

These two types of craft, the Pinkey, in vogue up to 1855 and the Grayling, a model of 1890 were used in the mackerel fishery in the periods indicated. The Grayling superseded an unseaworthy, low quartered craft in vogue from 1860-1885. (The schooner at anchor beyond the Pinkey is an approximation of the 1860-85 vessel, with a little finer run). Cut made in 1892. From Pringle's History of Gloucester.

those who carry from four to eight men, comprising a fleet all along the coast of about 75 craft did correspondingly well.

A thumbnail sketch of this three-century-old business, a mere glimpsing of outstanding points, in the space at command may have an interest.

Brief History of State's Most Ancient Industry

Swimming high over the heads of the State House Solons is the effigy of a codfish, placed there by John Rowe, a prominent merchant of that city, shortly after the Revolution, emblematical of the source from which Massachusetts derived her first riches—the fisheries. These Rowes were of Gloucester origin.

But there are those who maintain that the beautiful, gamey and brainy mackerel should have been selected as the symbol of the prosperity of the beginnings and that "mackerel magnate" rather than "codfish aristocracy" should have been the verbal label of these early autocrats.

For mackerel were held in the highest esteem by the Founding Fathers. Then, as now, it was considered a prime article of food whose export to the markets of Europe and the West Indies was the base of material prosperity. Its importance in the economic budget may be gauged in the law passed by the General Court as early as 1692, in which it is decreed "that no person should haul ashore any mackerel with any sort of nets or seines whatsoever, and that no person should catch any, except for use, while fresh, before the first of July annually."

As early as 1630 it is recorded that one of the pioneer ships on the New England coast "took many mackerels" and three years later a man was lost from a passenger ship "while casting forth a line trying to catch some of the fish." Mackerel passed as currency for, in 1663, one man agreed to pay a debt of £50 "in good merchantable fish and mackerel" and at the same time mackerel is recorded among the articles in which the salary of the minister is to be paid.

This was the first, and for many years, the only fish conservation law of importance enacted. Mackerel and cod were shipped east and the return cargo was, sometimes, wool and ivory.

As the population grew the mackerel consumption increased by leaps and bounds. It became one of the nation's favorite food staples, as indeed it is today. Accordingly the fishing fleet expanded all along the seacoast from Eastport to southern Cape Cod.

Catch Falls Off

The pursuit of the fish became so zealous that the catch fell off rapidly, so much so that after 1830 the fleet was forced to transfer its base of operations to the North Bay, as the fishermen termed the Bay Chaleur, in the upper section of the Bay St. Lawrence. Here mackerel were found in abundance and from 1860 to 1885, a fleet of from 400 to 600 sail made an average catch of 250,000 barrels, 200 pounds net weight to the barrel. The first voyage made to the North Bay from this port was in 1830 by Capt. Charles P. Wood in the schooner Mariner. He returned in four weeks with a full fare of prime fat mackerel and his success created much excitement and his example was generally followed.

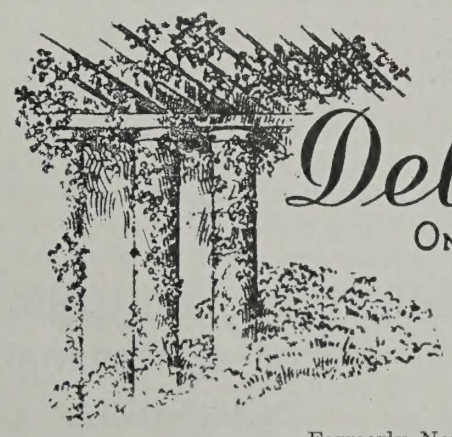
From this branching out and intercourse started the first great trek or emigration of the fishermen of the Maritime Provinces to this city and other New England points. The fleet transshipped a fare at Canso, refitted and returned for another fare and, during the season, came in social and business relations with the inhabitants, nearly all the male population deriving their livelihood from the fisheries, their point of contact being all along the coast line from Little Canso, Cape Breton and Prince Edward Islands to the Magdalen and Seven Islands.

Bound Down to the "Bay"

Influx of Provincial Fishermen

It was natural that these skilled seamen should be recruited to fill the fast growing fleet and, by the end of the Civil War, men from the localities named comprised nearly three-fourths of its personnel. These were attracted by the superior opportunities. Almost in vassalage to the storekeeper or factor of their respective localities, rarely see-

(Continued on page 7)



Del Monte's
On the North Shore
Magnolia,
Mass.

Formerly North Shore Grill
Dancing Every Afternoon and Evening
With
Ruby Newman's Spanish Room Orchestra
For Reservations of Tables—Phone Magnolia 590
A la carte J. P. Del Monte, Manager

TO MY LADY IN SEARCH OF THE DISTINCTIVE

A SHORT, SMOOTH MOTOR TRIP TO THE SHOPS OF

MAGNOLIA

ENJOY THE PASSING HOUR AND
THE CAPE ANN BREEZE

MAGNOLIA

ONE week down of August and the season of 1926 is speeding on. Magnolia's old-time popularity is as potent as ever and although the old order of a quarter of a century ago changeth, nevertheless "all things must change," let us hope in to "a busier, better and bigger Magnolia," to quote the immortal Wallingford.

Arrivals at the Oceanside: L. C. Bolton, Mr. and Mrs. Charles Vose, Mr. and Mrs. Charles E. Heitman, A. A. Gilmore, Robert Astley, Charles H. Parker, Boston; Mrs. A. Fields Vila, Lillian M. Beckett, Brookline; Mr. and Mrs. E. W. Fiske, Harvard; Mrs. C. E. Bennett and family Worcester; Mrs. Crump M. Snow, Mildred Snow, Julia Snow, Buffalo; D. H. Kelley, Mrs. Mildred R. Cardoza, R. S. Underwood, Mr. and Mrs. U. B. Payne, Mrs. John Hill Morgan, Miss Morgan, John Hill Morgan, Mrs. L. Lockman, Katharine Lee Grable, James R. Sharp, M.D., New York; Mr. and Mrs. J. J. Kruger and daughter, Scarsdale, N. Y.; Mr. and Mrs. Halsey T. Tichenor, Montclair, N. J.; Mr. and Mrs. H. B. Cheney, Miss Cheney, South Manchester, Conn.; Mrs. Nicholas de Teresa, Port Washington, L. I.; Mrs. Martha Stokie, Mrs. Janet Thompson, Miss Catherine Horne, Suncook, N. H.; Mr. and Mrs. E. H. Hackner, Wallace T. Hackner, Englewood, N. J.; Mr. and Mrs. J. A. Pearson, Mr. and Mrs. Joseph W. Shannon, Philadelphia; Mr. and Mrs. C. A. Painter, Jr., C. A. Painter, 3d, Alice B., and Margaret B. Painter, Miss Mona Fenton, Pittsburgh; Mrs. Charles E. Baker, Miss Gertrude Reese, Capitola Reese, R. A. McCormick, Mrs. R. A. McCormick, Mrs. Samuel Haron, Miss Emma Baker, Mrs. J. I. Vogeler, Baltimore; Mr. and Mrs. D. F. McConnaughey, Madame J. E. Roso, Washington; Mr. and Mrs. D. P. Barnard, Jr., Wilmington; Mrs. Edwin F. Johnson, Louis G. Johnson, Mrs. Louis Gholstin, Atlanta; Mrs. Arthur Kugeman, Detroit; Edith N. Baker, St. Louis; Mr. and Mrs. Stuyvesant F. Morris, 3d, Babylon, L. I.; Mr. B. P. Thompson, Bayshore, L. I.; Mr. and Mrs. J. E. Whiting, Louisville.

At a putting match held lately at the Oceanside, Mrs. Howard Ballantyne won the prize with a score of 19-18. Interest has been lively ever since in this very fashionable sport.

The Oceanside bath house, which was to be opened on Saturday, then on Monday, had to postpone its christening day on account of the bad weather. Many people are making reservations for the eighty new bath houses. A fine floor for dancing adds to its attractiveness. "Bingo," more formally known as John Biggs, is taking charge in great shape.

The masked ball, Saturday, was a grand success. The room was filled, and the costumes were very colorful; Mrs. Ballantyne as a little Japanese, her tiny daughter in a Spanish shawl, Miss Pandjiris in a Batik gypsy costume, and Rev. E. Milton Grant as a young farmer added picturesqueness.

Last Saturday the "old-fashioned evening" at the Oceanside was immense. A Virginia reel with twelve couples, all guests, old waltzes, and a minuet of six couples were especially attractive.

Mrs. A. M. West had two tables of bridge last Friday evening, "bridge night." There were fifteen tables in all.

Miss Pandjiris, who is teaching ballroom dancing in the annex, had charge of teas in the Ritz-Carlton, New York, last winter. She who has danced at the

(Continued on page 21)

NEW YORK, 8 East 48th St.
WASHINGTON, 1211 CONN. AVE.
NEWPORT, R. I.

BOSTON, 587 Boylston St.
LOS ANGELES, CAL.
PASADENA, CAL.

Schmidt & Son, Inc.

Importers of

Silver and Sheffield Plate
Fine Porcelains

MAGNOLIA

Telephone Magnolia 408

Fine Wedding Presents a Specialty
Christmas Gifts held for December Delivery

KING MACKEREL

(Continued from page 5)

ing money, bartering fish for provisions and generally coming out in debt at the close of the season, the method of cash settlement at the end of the voyage was an attraction which determined the most enterprising of these to cast their lot with the Gloucester fishermen and thousands ultimately removed with their families to the town which they have been a major factor in upbuilding.

In the fall, after the weather had become so boisterous as to prevent fishing in the "Bay," the fleet returned to the New England shore awaiting the passing south of the "schools" on their passage down the coast until their disappearance below the elbow of Cape Cod. Those were truly the halcyon and vociferous days of the business.

In blowy weather, when it was impossible to fish, the fleet made Gloucester, and other ports, a base of shelter, and their scurrying for harbor at the close of a blowy afternoon was a rare and stirring marine spectacle. So closely were they huddled that many a mainboom has been carried away by an overtaking schooner. A snap, and a sharp crack and away would go the end of the boom, the offending craft and skipper being followed by a torrent of maledictions and pointed observations, broadcasted down the wind, relative to his poor seamanship.

By nightfall Gloucester harbor was literally a forest of spars and masts and the writer in the early seventies, distinctly recalls occasions when it was almost possible to walk across the harbor from the steamboat wharf to Rocky Neck on the decks of these closely moored schooners. It has been said that such a feat has been done.

Lively Times in Gloucester

In the evening when all the crews were ashore the streets were literally black. The dealers along Front street welcomed their coming, as they were liberal spenders, but the small police force, headed by Constable Fields, had its hands full in keeping the peace.

Growing wild in a restricted area in Essex County is the barberry and on the Cape it bears prolifically, ripening in the fall. The good housewives of a certain section of the New England coast—just where it is unnecessary to state—prized this berry highly to make preserves and their husbands were strictly charged if they had any spare time, while in Gloucester, to gather a supply which grew in the open and was to be had for the picking. A favorite conserve was barberry and quartered apple. At West Gloucester grew a variety of sweet apple of small size known locally as "honey-pinks" and the orchards bearing these, as well as unpicked grapes, were also drawn upon to stock the family preserve closet. The local papers of the period have allusions to citizens who sat up all night with guns loaded with salt which they fired into trespassing groups of these fruit appropriators.

In those days of the mackerel fishery many boys were bred to the business in this way: One or two lads, whose fathers or friends were among the crew, were shipped on each vessel and given a half share, being assigned the least desirable fishing berth forward of that at the forerigging, occupied by the cook. Many put in a pleasant and profitable vacation in this way.

Terrific Toll of Lord's Day Gale

It so happened that, in the early summer of 1873, the writer embarked on board a hooker for a run down the "Bay." Across the Gulf of Maine the passage was a continual eating of pea soup fog, but once beyond Fundy, favoring wind and clear weather prevailed and the schooner was kept close to the Nova Scotia shore all the way to Canso.

The voyage proved a veritable adventure for the youngsters. The running of mackerel jigs in wooden molds, the thumbing of the hat to determine the watches, the rigging of the lines and numerous other preparatory matters all opened a new vista to impressionable youth.

In that year, 1873, a larger number of Gloucester youth than usual, ages ranging from 11 to 14, were aboard the fleet and fraternized after the manner of boys when ashore. Alas, many of these boys never returned. On the night of August 24, 1873, a tremendous hurricane, the like of which was beyond the memory of man swept over the entire Bay St. Lawrence. It was awful and awe inspiring in its intensity. The floodgates of the air were thrown wide open, the winds of the four quarters of the earth were seemingly unleashed, the heavens at midnight were vivid white in their brightness, so continuous the lightning.

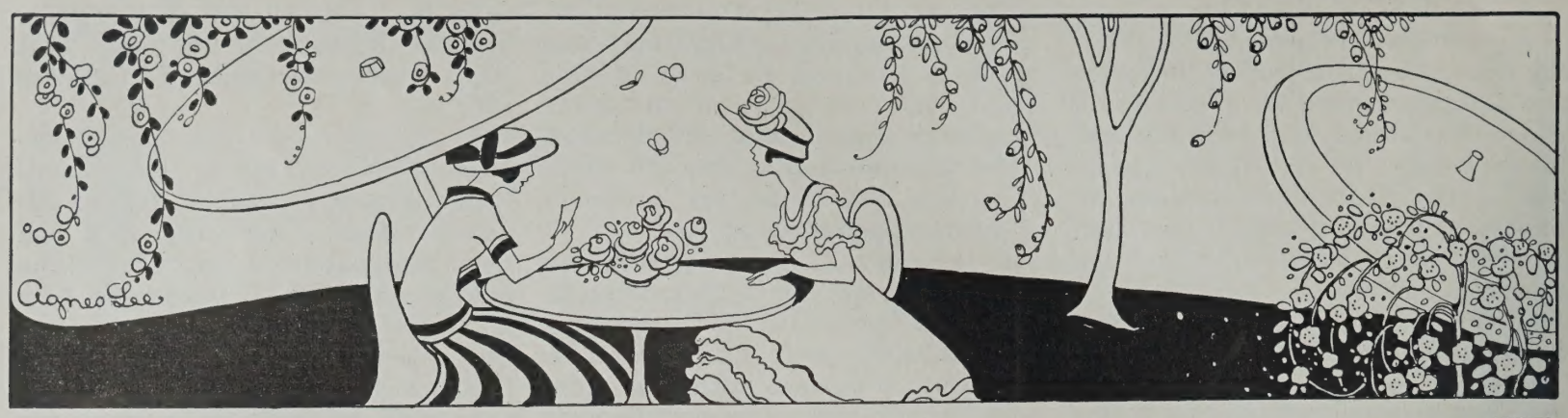
Dark Day for Gloucester

When it abated it was found that a fearful toll had been taken. It was a dark day for Gloucester. Wrecks and dead bodies were strewn from Cape North to Canso. Gradually the news made its way to this port and when the grim toll had been summed up it was found that nine vessels with all hands comprising 128 men had been engulfed. their crews were saved. The greater Six more vessels were cast ashore but part of those drowned left wives and many little ones. Included were some of the very best masters and men in the entire fleet. The blow was a staggering one and the heart of the nation beat warm in substantial sympathy for those afflicted.

To none did their loss come home more poignantly than to their schoolmate-voyagers. Thomas Bailey Aldrich's classic, "The Story of a Bad Boy," came out about that time and the sad fate of Binney Wallace made a deep impression on the youthful mind. Here was a similar tragedy, brought right home many fold. It was the custom of the women so bereaved to wear, ever after, deep black, and the presence of these, sable clad, was a constant reminder of the lads cut down at life's very

(Continued on page 9)

The House of
MANAHAN
Presents at their
Magnolia
Branch
Shop
Charming New
Hats
Fascinating
Mid Season
Frocks
Charming
Coats
Boston Hyannis
Nantucket Pa'm Beach
280 BOYLSTON STREET
BOSTON



BASS ROCKS

GOLFING and teas and tennis. That's the schedule in this section with the club house the teeing off spot for the whole program. The week has been active in a quiet way with about everyone enjoying himself in some of the above indicated ways.

Dr. and Mrs. King of Pittsburgh arrived Saturday for an indefinite stay at the home of the W. H. Robinson's at the Wonson farm.

Arrivals at the Moorland are: Mrs. Frederick E. Chapin, Washington; Mrs. Thomas H. Winston, Miss Winston, Haverford, Pa.; Mr. Gerald Ficks, Cincinnati; Mrs. S. B. M. Hooker, Richard Hooker, Sheldon; Miss Isabel Neff, Cincinnati; Mr. Theodore E. Chandler, U. S. N., Yorktown, Va.; Dr. and Mrs. P. A. Caulfield, Woburn; Mrs. Leo A. Korper, Misses Betty and Rhoda Korper, Hartford; Mrs. I. B. Loos, Trenton; Mrs. J. Winston, Englewood, N. J.; Dr. and Mrs. Philip A. Brennan, Brooklyn; Miss Marion H. McClench, Detroit; Miss Margaret H. Lawson, Miss Cecilia H. Lawson, New York City; Mr. and Mrs. L. W. Watts, Miss H. V. Russell, Covington Ky.; Mrs. F. M. Stevens, Mr. Charles Stevens, Miss Elizabeth Stevens, Cambridge; Mrs. A. S. Rogers, New York City; Mr. and Mrs. Charles H. Anderson, Manchester, N. H.; Mrs. Fred S. Rogers, Miss Cynthia Rogers, Middletown, N. Y.; Mrs. Frederick H. Barron, Miss Barron, Charlestown, W. Va.; Mrs. F. J. Semple, Miss Semple, Philadelphia; Mr. A. H. Thomson, Miss Frances Thomson, Montreal; Mrs. T. S. Peabody, Mr. Peabody, New York City; Mr. and Mrs. A. T. Davies, Philadelphia; Mr. F. C. Averill, Mrs. H. E. Averill, Toledo; Dr. and Mrs. George D. Weston, Roger W. Haskell, Springfield.

Mr. and Mrs. William A. Fuller of Boylston and Miss Maud Webber of Danvers have been recent house guests of Mr. and Mrs. George F. Fuller at their summer home "Krossanes," Bass Rocks.

Mrs. Charles Fairfax gave a bridge and tea, Wednesday, at the Golf Club. Miss Lorrine Irwin of Cincinnati gave a bridge and tea on Thursday, and likewise Mrs. Bartow Van Ness, in honor of her sister, Mrs. Barron.

(Continued on Page 9)

EASTERN POINT

ANOTHER week in the summer cycle has passed into history. Life in this Arcadian section goes on quietly and well ordered. Yachting, tennis, teas, are the principal activities and dissipations. And so it will go until well into the Fall.

Mr. and Mrs. Joseph Woods of Boston have been the house guests of Mrs. A. Wilder Pollard over the week-end.

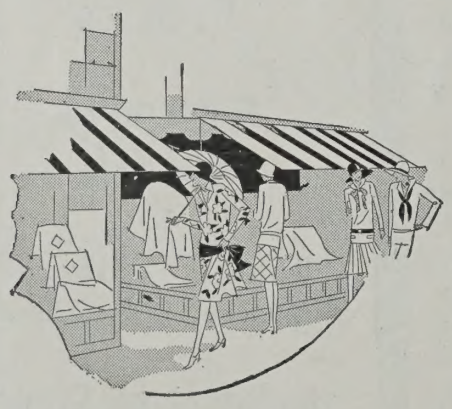
Mr. and Mrs. Robert B. Stearns of Boston are the occupants this season of the Weeks Cottage.

Mrs. M. G. Huntington of Hartford has Miss Andrew's house, Grapevine Cove.

Dr. and Mrs. T. C. Hill of Boston have taken the Reed Cottage for the season.

Mrs. Harry M. Walker of Wellesley has leased the Camman House, Easternpoint for the summer.

The low price of corn on the farm doesn't seem to have affected the price of corn on the cob in the city markets.



"The Summer Linen Store"

AT THE MAGNOLIA SHOP of McCutcheon's you will find almost all the departments of our New York store represented. In addition to Linens, there are carefully selected assortments in Bed Coverings, House Furnishings, Handkerchiefs, Lingerie, Negligees, Children's Wear, Women's Sports Wear, Novelty Jewelry, Bags and Scarfs.

Prices at the Magnolia Shop are always identical with those in our Fifth Avenue Store.

James McCutcheon & Co.

7 Lexington Ave. 5th Ave. at 49th St. — Magnolia, Mass. New York, N. Y.

KING MACKEREL

(Continued from page 7)

threshold. The memory of "The Lord's Day Gale," as it was called, remained long in the calendar of many and was told in the rosary of the years.

Up to the early seventies the method of catching had been, as from time immemorial, by hook and line or as it was called, by jigging. Berths were drawn by lot along the starboard rail, that for the skipper being by ancient usage just abaft the main-rigging, his by right of the seignory of the seas. To each man was alloted about three feet of space. Across the stanchions were two pieces of furring at the top and bottom and, up and down, were nailed small cleats, the whole in appearance like a toy fence and on these cleats, criss-cross fashion, the lines were coiled. When in action four lines were used two in each hand and some of the more adept could manipulate six successfully.

The habits of mackerel vary as to the waters they frequent. On the coast of the United States and in the spring going down the Cape or Nova Scotia shore they frequently appear on the surface. Once in the "Bay," however, they sink.

It was the custom of those days to carry supplies of salted menhaden or porgies for bait. When on fishing ground this bait was dumped on deck and ground to fine bits by the fishermen jumping on it in their seaboots. This diluted in water was dumped over the side. Later a mackerel bait grinder or mill, lashed to the port main-rigging and to the deck, was an improvement on the boot grinding operation.

When a considerable number of the fleet were assembled in a restricted area as they generally were, one detecting another "hove to" or jibs down, infallible indication that they were on fish, all throwing bait which floated near the surface, the result was often that the hungry mackerel rose to the surface in masses and while the feeding was on, the sport was exciting the fish being hauled aboard and slat dextrously into a "wash" barrel.

Just after the Civil War the seining of menhaden, or porgies, as they are called by fishermen, became general both for bait purposes and the oil of which they are largely composed. The porgie swims on the surface and a purse seine was employed to catch them. In brief a purse seine is a net, sometimes an eighth of a mile long and a hundred and twenty-five feet deep which is cast about the swimming fish in a circle the fish being surrounded. The top of the net is held to the surface by corks while the bottom, weighted with

(Continued on page 18)

Hornblower & Weeks

ESTABLISHED 1888

MEMBERS NEW YORK, BOSTON & CHICAGO STOCK EXCHANGES

Investment Securities

60 CONGRESS STREET, BOSTON

42 BROADWAY, NEW YORK

Chicago Detroit Cleveland Providence Portland Pittsburgh

THE ANNISQUAM SECTION

YACHTING and tennis monopolize the diversions here. The dredging of the mouth of the river at the bar is going on well and next season will tell whether this work is to be permanent. It is hoped so because it would mean much for Squam yachting if the barrier at the river mouth could be eliminated. Its worth trying in any event.

The yachtsme nare seriously considering the addition of another class to the Annisquam Yacht Club.

Last Sunday a tryout of three Bird boats was made against the O boat owned by Henry A. Wise-Wood, but whether the decision was for O's for the new class was not definitely settled.

Mr. and Mrs. Henry A. Wise-Wood returned last week from a cruise down the Maine coast in the "Sea Lady."

R. Russell Smith has on the veranda of his summer home "Sidelights," Squam Point, a bronze bell which has a history. During the attempts which were made in the summer of 1921 to salvage the schooner Esperanto, which foundered off Sable Island, the craft was brought to the surface three times, but each time burst the graplings and sunk.

The only articles saved was a bronze bell which was lashed to the mainboom and the mainboom itself. It is this bell which will ring friendly greetings to passing craft secure in its present location. The Esperanto was the craft selected by the father of R. Russell, the late Benjamin A. Smith to pick up the gauntlet thrown down at the eleventh hour by the admirers of the Nova Scotia crack schooner Bluenose, the result being that the Esperanto came off a triumph victor and winner of the first series in the International fisherman's race trophy.

Mr. and Mrs. Edmund D. Cook, Jr., of Westover, Pa., are on a visit to Mrs. Cook's mother, Mrs. Harriet Hyatt Mayor and grandmother, Mrs. Ardella Hyatt at Sevenacres.

Tuesday afternoon the Cat and Fish boats will go to Marblehead to participate in the racing at that port from Wednesday on.

Mrs. Frederick Manley Ives was hostess at a dinner party for the younger set at her summer home, Saturday, in honor of Louise Kidder, of Fremont, N. H., covers being laid for 12, followed by a dance at the yacht club house.

BASS ROCKS

(Continued from page 8)

Miss Leila A. Stewart of New York arrived Thursday at the Moorland to start on the production of her review, as in previous years.

A meeting of the College Women's Club is to be held Tuesday at the estate of Mrs. Alexander Bowler, "Twin Light Manor," Atlantic road. Charles Edgeworth of the Little Theatre will read. All college people are cordially invited.

The week has been a busy one, socially, at the Bass Rocks Golf Club

(Continued on Page 20)

SADIE KELLY'S

GREEN GABLES

MAGNOLIA, MASS.

North Shore's Smartest Dance Restaurant

A La Carte Service

Shore Dinners

Choice Rooms With Baths

MY LADY GOES SHOPPING

"Life's a Complicated Proposition," says Sophisticated Peggy. "Pragmatism and Personalism," and all that Sort of "Junk." "Education a Thing which Enables One to Get Along Without Intelligence."—But Read On—However the Lure of the Shops Still Persists

Life just seemed too complicated. Always before things had been simple—so simple! Everything was what you thought about it. Such had been my amazingly practical philosophy. Now with Chubby Junior and Babs forever chatting about pragmatism, personalism and all that sort of junk, I really was forced to believe that there were things beyond my ken.

"But you shouldn't give up like that, Aunt Anne," Babs protested. "Nobody is educated if they haven't mastered William James —"

"Like we have," said Chubby.

" 'Education is a thing that enables a man to get along without the use of intelligence,' " I quoted, from the Golden Book.

"Well, that's an argument for it," Chubby insisted. The less work you have to do in this world the better, because you always have too much to do."

"With a philosophy like that, Chubby," I said, "you should be writing books, not studying them. Now Babs, come on over to McMillan's and look at that new golf suit you were telling me about—the tan piped with green and the zipper front —"

"Well-l," said Babs uncertainly, moving toward me.

"McMillan's," I coaxed. "Those sweet little riding suits. And the new English tweeds and homespuns have just come."

"If—if you'll excuse me," said Babs to Chubby. "I'm going to run over to Magnolia with Aunt Anne."

Chubby gazed at us with horrified disgust.

"Women," he said, in the bitterest of tones, "Women are all alike. They pretend to love this and love that, and you think you're teaching them to love higher things—like philosophy and—bang! Dresses—and more dresses—that's all you're fitted for. But I did think you were different, Babbs."

Chubby viciously chewed some of Barker's chocolates, pretending his intentions was upon his fury—but we knew it was the chocolates, so we laughed and ran off.

After we arrived, and had shopped awhile we sauntered into McCutchon's. There, to my great surprise, Babs began to order things—for her trousseau. Crepe de chine pillow cases and sheets, with monograms to match were the favorites, a cunning little breakfast room set in blue a close second—with colored towels, blankets, and sheets all to match taking third place simultaneously. "McCutcheon's trousseaux!" sighed Babs. "Sometimes I think McCutcheon must have been a Bluebeard, he has such versatile ideas on trousseaux."

"Who is the lucky man?" I begged.

"Chubby," said Babs. "Of course."

"Does he know it?" I asked the usual sarcastic inquiry, but he had seemed far from the perfect lover to me.

"He'll know—let me think! Tomorrow night. We're going over to Del Monte's to dine and dance."

"Oh yes!" I amused. "Ruby Newman's orchestra will do it."

In Ovington's I was again moved to irony at Bab's expense.

"I think I'll buy Chubby one of these traveling clocks," I told Babs. "See? Aren't they too cute? Radium dials, and they fold up."

"Oh, for a wedding gift! But don't give it until he's proposed," she said anxiously.

"As Chubby's aunt, I was wondering whether or not to warn him, I answered, seriously. "And of course, if he did want to leave town before the designing young female had him in her clutches—this would be very appropriate."

Babs grinned. "You say one word

Crystal and China for Summer

WHEN the sun mounts in the heavens and the morning's tennis is done, when the sun sinks low in the west and summer tea is brought, and at all times between those whens, hostesses will find a shaded nook in a green garden, and a cool drink in a crackled glass, a decided asset to their gatherings.

And whether it's a cool drink or hot tea, a cosy cup for two, or a full assembly of all the aunts and cousins, there's no denying that Ovington china and crystal makes the enchanting custom of tea even more enchanting. Tea things and refreshment sets from Ovington's are always charming and seldom expensive.

OVINGTON'S

LEXINGTON AVE., MAGNOLIA, MASS.
FIFTH AVE. AT 39TH ST., NEW YORK

to Chubby, and I'll tell your husband Jack that a certain Captain Allan Dallye is flirting with his Anne."

"See the dear little match safes," I cooed. "Hand-tooled leather with squares of real jade! Why I'm going to get one of these for each of my guest rooms. Ovington has the most inspiring array of novelties, hasn't he?"

"Uh-huh," said Babs non-chalantly. "Did you know Marion has a two-piece knitted suit, rose, from Manahan's? She looks perfectly exquisite out sailing in that suit."

"Let's go over to Manahan's," I said. I bought a dear little suit, a lettuce-green suit! But alas! I had to buy the larger V neck, for larger types—still none but myself would know that. I need it for golfing," I explained to Babs.

"Kommen Sic zu the Grande Maison," Babs asked me. "I took German instead of French so please forgive the mixture. But I do get so excited about those embroidered silk coats at the Grande Maison! White ones, embroidered—and such unique quilted ones! Do come and gaze at them!"

I needed no urging. As we came out after a long session of admiration, I saw Marion enter Schmidt's.

"Let's see if Schmidt still has—er—that silver Viking ship —"

Babs assented eagerly. In there, however, I became enraptured with a wonderful Sheffield tray, made by John Love and Co. about 1790. Hand-chased, and silver mounted, chased with grapes and leaves, and a pure solid silver center—Heavens! it was lovely.

When I met Marion, she was admiring a collection of French crystal decanters and bottles, in cased ruby and blue.

"Schmidt's is — Schmidt's," sighed Marion, finding the best synonym through sheer lack of vocabulary. "Allan is somewhere with Peggy.

"I'm almost tempted to wear a white wig, to make myself an enchantress."

"You!" said Babs in whole-hearted admiration. "You get younger every day."

"That's just the trouble," said Marion, in a queer, strained voice. "And soon—and soon I'll be too young!"

I laughed lightly. "You sounded so dramatic, Marion!"

"Dramatic! I mean it! It's horrible! Haven't you guessed?"

"Guessed what?" asked Babs curiously.

But Marion could not be persuaded to elucidate.

"Of course, Allan's been showing Peggy all around town. You know, it was as new to Peggy as to Allan, places have changed so around here, after all these years. McPherson and Symmes had moved to the other end of Main street, a nice, big place right near the inner harbor; and W. G. Brown's has become the Jordan Marsh of Gloucester. They're moving into the new extension, and it's just glorious. The huge windows, and the stairways! Wait till you've seen it! Then the National Butchers on Main street! Everybody flocks there, now."

Babs joined in. "But the North Shore Theatre's just the same, only its better than ever!"

"The Saturday Public Market," I reflected. "However did we get along without it? My Sunday dinners!"

"Of course, L. B. Nauss's is an ancient institution, but its progress keeps pace with its tradition. As for J. C. Shepherd's where you can buy everything in one store—it's heaven!"

"I'm in heaven when I'm in my Shepherd's store," chanted Chubby, appearing on our right.

I racked my brains to find out if he were parodying a hymn, decided he wasn't, and smiled. He wasn't. "Where have you been, charmingly Chubby?" I demanded.

"I have been to see my wife-to-be," he answered.

Babs' eyes dropped modestly.

"Happy and I are engaged," he announced. "We became affianced at Sadie Kelly's last night. We dined and danced."

"Jimmie Agnew's orchestra," I murmured.

(Continued on page 21)

"THE TROUSSEAU HOUSE OF AMERICA"

Grande Maison de Blanc

538-540 FIFTH AVENUE, NEW YORK

MAGNOLIA, MASS.

Table Damask
Fancy Table Linen
Lace Dinner Cloths
Bed Linen and Spreads
Blankets and Comforters
Bath Towels and Rugs
Towelings
Handkerchiefs and Neckwear
Lingerie and Negligees
Infants' and Children's Wear
Blouse and Top Dresses
Sport Coats and Sweaters
Purses and Bags
Motor Rugs

It is understood by our patrons that our Magnolia Prices are identical with those in our New York Shop

Patrons will receive the personal attention of

Mr. RAYMOND BROWN

Resident Manager

Telephone 459 Magnolia

AWNINGS, HAMMOCKS
SAIL MAKING
Telephone 190
D. F. HARRIS CO.
Successors to
E. L. ROWE & SON, Inc.
26 WHARF ST.,
Gloucester, Mass.

EAST GLOUCESTER

THE lure of East Gloucester is still as strong as it was since the first sojourner "discovered Gloucester," and there have been many such discoverers. Essentially is hoteldom coupled with cottages here. There are no hotels here in fact, they are all inns or taverns, names that connote the home atmosphere from the mere caravansary—that is the word we used to use some 25 years ago. East Gloucester never has lost its hold on those who know the place and they have returned in good number.

Arrivals at the Hawthorne Inn are: Mr. and Mrs. W. A. Hill, Washington; Mrs. Henry Brewer, Mrs. L. V. Defoe, New York City; Miss F. Hardon, Boston; Mr. and Mrs. Clifford Morrison, Flushing, N. Y.; Captain and Mrs. H. Hartley and family, S. S. Leviathan; Mr. and Mrs. H. B. Carpender, New Brunswick, N. J.; Mr. and Mrs. S. Chester Williams, Mr. C. Clarke Willians, Samuel Williams and John S. Williams, Santa Barbara, Cal.; W. B. Merriam, New York City; Mr. and Mrs. R. M. Hull, Cambridge; Mrs. John B. Hamill, Miss Agnes Hamill, Miss Mary Hamill, Mr. John Hamill, Philadelphia; Mrs. Arthur C. Ducat, Washington; Miss Madeline Foreman, Glencoe; Mrs. Staunton Freidburg, Chicago; Mr. and Mrs. E. E. Baldwin, New York City; Mrs. M. S. Rogers, Boston; Mrs. Sidney P. Allen, New York City; Mr. and Mrs. Benjamin C. Tower, Miss Helen Shepherd, Miss Betsy Tower, Dover; Mrs. J. L. Lyons and son, Brookline; Mr. and Mrs. Franklin R. Magee, New York City; Mrs. C. C. Arnold, Wichita Falls, Tex.; Mr. and Mrs. Thomas H. Vickery, Thomas H. Vickery, Jr., Baltimore; Mrs. Elizabeth D. Boyce, New York; Marie Houston, Cincinnati; Eugenia Folliard, Norfolk; The Misses Torrance, Rowell B. Milligan, Mrs. Franklin Day and child, Mrs. W. R. Thompson, Brooklyn; Leonard H. Henderson, Rochester, N. Y.; Miss Elizabeth V. Jobee, Washington; Dr. and Mrs. John K. Train and family, Savannah; Mr. and Mrs. R. Guernsey, Miss Gertrude Guernsey, Bryn Mawr; Mrs. Clark Perrin, Mr. and Mrs. Robert Ogden, E. Orange, N. J.; Mr. and Mrs. W .G. Parson, Scardale, N. Y.; Mrs. A. A. White, New York; Miss Agnes A. Roger, Rochester, N. Y.; Miss Bertha D. Benson, The Misses Chase, Philadelphia; Rebecca Poultney, Baltimore; Col. and Mrs. Edward Hartman, Governor's Island, N. Y.; Mr. and Mrs. Noah Pomeroy, New York City; Mr. and Mrs. William Hayden, Baltimore.

Arrivals at the Delphine: Mrs. James S. Smyser, Boston; Mr. and Mrs. Malcolm N. Jackson, Brookline; George H. Streeter, Lexington; Laura Tolman, Marshfield; Mrs. R. W. Dinsmore, Binghamton, N. Y.; Mrs. T. A. Bogart, Mill City, Pa.; Miss Emilie Bailey Ritter, Mrs. Moore Wharbon, Miss E. C. Wharbon, Miss R. W. Wharbon, Miss Elizabeth C. Alsop, Miss Mary E. Cassidy, Mr. and Mrs. Bodine Wallace, Louise B. Wallace, Emily D. Wallace, Philadelphia; Katharine L. Whitelock, Baltimore; Miss Nourse, Washington; Mr. and Mrs. I. N. Bead, Mrs. Charles G. Kerr, Augusta, Ga.; Mr. and Mrs. James G. Nyes, Duluth.

Mrs. Frederic H. Button of New York is spending the season at the Hawthorne Inn, from which she will leave for Paris this fall.

Plans for the Fakir's Ball are claiming the attention and interest of the

(Continued on page 17)

McMillan, Inc.
Ladies' Tailor

RIDING HABITS
AND
SPORT CLOTHES
207 NEWBURY STREET, BOSTON
Back Bay 5356
51 LEXINGTON AVE., MAGNOLIA
Telephone
Agent for the Churchill Hand-Loom Fabrics

Gala Performances FASHION

the quaint American comedy, written in 1845 by Cora Ann Mowat
produced under the auspices of the Actors Theatre Campaign Committee
as presented by the Provincetown Theatre of New York last year
Directed by HAROLD McGEE of the New York production

played by an almost entirely professional cast. Grace Filkins, Jessie Ralph, Perry Ivins, Harold West, Lawrence Cecil, Allen Nagle, Marshall Irving, McGrath, Harriet Brazier, Mrs. Edward Parsons, and Kate Gray. Costumes and sets specially designed by Hardie Albright.

SONGS DANCES OLD FASHIONED COSTUMES

HOTEL MOORLANDS CASINO, Bass Rocks, Saturday, August 7, and Monday, August 9
HAWTHORNE INN CASINO, East Gloucester, Tuesday, August 10
8.30 o'clock sharp
Dancing after every performance

By request, extra performances, Hortacultral Hall, Manchester, August 11th; Oceanside Hotel, Magnolia, August 12th. Tickets on sale Manchester, Saturday. Tickets on sale Oceanside Hotel, Magnolia, now.

TICKETS: $2.50 and $2. Mail orders addressed Dorothy Earle, Hotel Moorlands, Bass Rocks, and Alice Fischer, Hawthorne Inn, East Gloucester, will be filled in the order in which they are received. Public sale in offices of Hawthorne Inn and Hotel Moorlands, beginning August 2, at 10.30

ACTORS THEATRE OF NEW YORK, 45 West 47th Street
Francis Wilson, Pres.; Jane Cowl, Vice-Pres.; Edith Wynn Matthewson, Secy; Kenneth Macgowan, Director

THE ROCKPORT SHORE

INKTUMS and Sandy Bay Day being over the town is settling down to that quiet reserve that has always characterized the summer here. Years ago Rockport used to have a Rockport day with a yacht club. How come that this old maritime town doesn't continue this sport? There surely ought to be some good nautical blood here, summer and permanent residents combined; enough so to form a yacht club as in the days of Leander Haskins, Howard Paul, Robert Hearne, James Cogswell, who, by the way, I met in Gloucester this week, hale and hearty, looking the old town over.

Arrivals at the Hotel Edward, Pigeon Cove: Miss L. M. Metherall, Newtonville; Miss Eleanor M. Ayers, Boston; Miss Adelaide Bergin, Winthrop; Mr. Walter C. Farmer, Boston; Mr. James J. Conroy, Mr. Edward S. Gregory, Worcester; W. J. Waldron, C. J. Ahern, Newark, N. J.; Mr. and Mrs. L. H. Giles, Miss Bertha Giles, Mr. and Mrs. M. A. Gilpine, Haverhill; Russell G. Whittemore, Rachel L. Bent, Framingham; Miss C. E. Alling, Boston; The Misses McElroy, Philadelphia, Pa.; Glen W. Briggs, Auto Blue Book Co., New York City; Mrs. N. H. Marlin, Mrs. Marlin Gifford, New Haven; Dr. C. W. Berwinger, Miss Evelyn Berwinger, W. R. Britton, E. Orange, N. J.; A. F. Bellevue and Mrs. Bellevue, Middletown; Mrs. Joseph Ward, Miss Estelle Ward, Mr. Geo. Ward, Evanston, Ill.; Miss Maude A. Brigham, Boston; Mrs. M. W. Llewellyn, Jamaica; Miss Julie Stoffel, Queen, N. Y.; Miss Mary E. Burton, Miss Helen B. Bartlett, Mt. Vernon, N. Y.; Mr. and Mrs. Harry Tratton, Boston; Dr. and Mrs. Weisberger, Quincy; Miss Lucy H. Beal, Martha R. Smith, Boston; Dr. and

(Continued on page 20)

PAPER HANGERS & PAINTERS

STEELE & ABBOTT CO.

"The North Shore Painters"

Wall Papers & Paints

Our Work is Done Promptly and Well

287 MAIN STREET GLOUCESTER

TELEPHONE 1358

Hartwell's China & Gift Shop, Inc.

Successors to

S. S. Hartwell

GLASSWARE, FINE CHINA, DINNERWARE

LAMPS and SHADES GIFT SPECIALTIES

9 CHESTNUT STREET

Telephones 73 and 74 GOODS DELIVERED

GEORGE W. PATTEN

Wholesale and Retail Dealer in

FOREIGN FRUIT DOMESTIC

82 MAIN STREET

GLOUCESTER -:- MASS.

POOLE'S ANTIQUE SHOP

GLOUCESTER MASSACHUSETTS

Cabinetmaking, Polishing and Repairing

Upholstering, Cushions and Drapery Work

F. C. POOLE

Telephone 1585-W

CAPE POND ICE CO.

Wholesale and Retail Dealers in **PURE ICE** **105 MAIN ST.** **Tel. 180**

Houses at Fernwood, West Gloucester, Cape Pond, Rockport and Magnolia. **ABSOLUTELY PURE ICE at fair prices.** Competent Drivers. Deliveries at Magnolia and Bass Rocks.

A Cake of Ice Never Gets Out of Order.

A. P. STODDART & CO.

Established 1876

ENGINEERS AND MACHINISTS

Engine Repairing and Installing

FULLY EQUIPPED MACHINE SHOP

236 MAIN STREET GLOUCESTER, MASS.

HARRY'S SALTED NUTS

They are so different from the others that once eaten you'll want no others.

ON SALE AT BARKER'S DRUG STORE

H. G. PEW

Grapevine Road East Gloucester

Magnolia Real Estate

SEA SHORE ESTATES

Cottages, Bungalows, Shops

JONATHAN MAY

Shore Road, Magnolia, Mass. Tel. Magnolia 426-R.

TO MY LADY IN SEARCH OF THE PRACTICAL

RIGHT VALUES AND COMPLETE VARIETY ARE TO BE FOUND IN THE SHOPS OF

GLOUCESTER

ENJOY THE PASSING HOUR AND
THE CAPE ANN BREEZE

THE WEEK'S YACHTING

Saracen Wins Race Because Skipper Kept Weather Eye Peeled—Panther, Æolus, and Mischief Winners

Because he kept his weather eye peeled and saw wind where the rest in the handicap and sonder class could see nothing, Jack Mehlman, an old sea dog, sailing the Saracen in the handicap class, led both classes to the finish line at Eastern Point, Wednesday afternoon, July 28. The wind was very light at first from southeast, veering to the east. The leading sonder finished about seven minutes within the time limit.

In the close haul to the easterly mark, Hevella and Skeezix rounded in one, two order. On the spinnaker run to the westerly mark to Kettle Island, Hevella was first, with Skeezix three boat-lengths behind. The two went to port for the Norman's Woe shore, Hevella keeping the Skeezix under cover.

Here the Saracen, which was sailing the same course, after rounding, kept off southeast. Way down on the horizon, Skipper Jack saw a vein of wind coming up off Chatham across the bay and he ran into it. He came down toward the finish mark with a spinnaker run to the breakwater as did those that followed him, including the sternmost sonders, which came right up front in consequence.

While this was going on the Hevella and Skeezix bobbed up and down becalmed off Norman's Woe. Olita did not sail. Her mast is sprung and she will have a new one stepped.

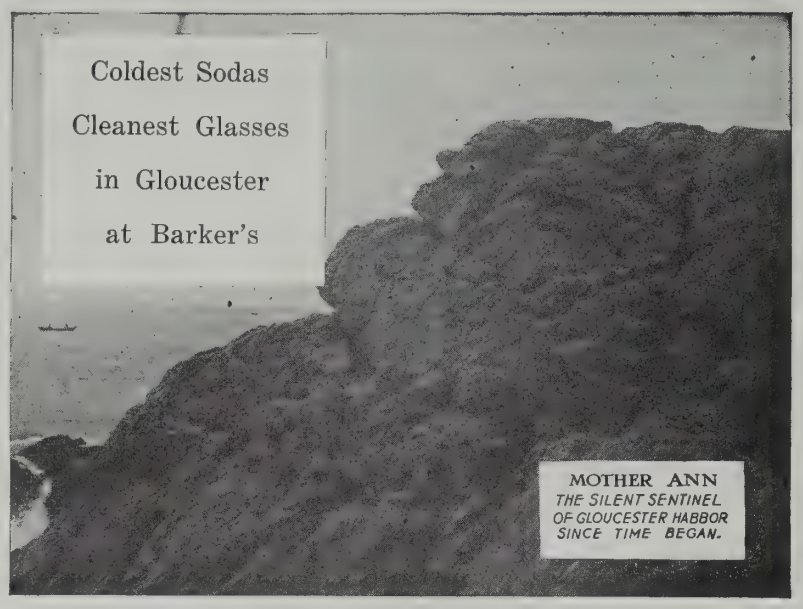
The Cape Cod knockabouts and Midgets sailed inside courses. The summary:

SONDER CLASS

Name, Owner and Helmsman	El Time
Panther, P. Rhinelander	2:53:20
Shamrock, Helen Patch (B. Colby)	2:53:28
Hevella, Jack Raymond	2:56:15
Lady, William McDonald	2:56:23
Bandit, E. M. Williams	2:56:26
Skeezix, Charles Higgins	3:08:02

HANDICAP CLASS

Saracen, Howland Twombly (J. Mehlman)	2:44:02
Harriet, Waldo Brazier	2:51:42
Weasel, Kenneth Hayden	2:58:15



Barker's Soda Fountain has such a wide reputation for the richness and quality of its Ice Cream Sodas, Frozen Whipped Cream, College Ices and Specialties, that people come for miles around to get sodas at this fountain.

BARKER'S DRUG STORE, 134 Main Street

Summer Residents of Cape Ann

We carry the **finest and best selected stock of Summer Footwear** in this Locality. **Sport, Golf, Tennis, and Beach Shoes.** Buster Brown Shoes for Children and Adults, Arnold Glove Grip Shoes for Men and Women. Women's full-fashioned silk Hose at $1.49.

Prices reasonable and to your liking.

Registered Chiropodist and Foot Appliances.

Armstrong's Busy Corner

106 Main, Corner Center Street

Established 30 Years . . . . . Telephone Connection

The Store of Quality—At the Big Clock

District Watch Inspector for the Boston & Maine Railroad

GEORGE K. ROGERS

JEWELER and OPTOMETRIST

Diamonds, Watches, Clocks, Silverware, Optical Goods, Logs, Charts and General Nautical Merchandise.

On our Gift Counters Department you will find the latest and Exclusive Line of American and Foreign Novelties, Reasonably Priced. Inspection Cordially Invited.

Only the most expert craftsmen employed in our Repairing Department. Satisfaction Guaranteed.

150 MAIN STREET GLOUCESTER, MASS.

CAPE COD KNOCKABOUTS

Æolus, H. B. Sleeper	1:17:29
Lucky Duck, S. H. Pillsbury, 3d	1:18:52
Kilmer, Meredith Talbot	1:30:28
Naughty One, J. O. Procter, 3d	1:34:50
Fonta, Emma Raymond	1:36:38

MIDGETS

Mischief, Clarissa Jacobus	1:24:08
Philelas, P. Tucker	1:24:19
Wind, Lawrence Rhinelander	1:25:10
Gatina, Mollie Williams	1:29:08

TALENT UPSET

Younger Element Winners at Squam Saturday Afternoon—Old-Timers Will Have to Look to Their Laurels

To use a horsey term, the talents were upset in Saturday afternoon's race at Squam. Outsiders, in the persons of the boys who are just coming into the game came to the front and captured first in three out of four classes, fifteens, birds and cats, in the race of the Annisquam Yacht Club. In the 15-footers in the getaway all but Hurrah stood under the Squam side, while Morrill Wiggin took the Essex bank, the result being that while the rest were fishing for wind he got a good vein and walked right out of the river, John Norton following in the Snipe. In making for the outer mark the Hurrah's skipper made off for Essex, evidently thinking he was to sail a triangle. John Norton made the mark first, Hurrah 300 yards astern. On the run Snipe kept the lead into the homestretch, but again luck took a hand. Snipe ran into a soft spot while a following wind brought Hurrah up to the mark 23 seconds ahead. The summary:

15-FOOTERS

Name, Owner and Helmsman	El Time
Hurrah, Morrill Wiggin	1:28:10
Snipe, John Norton	1:28:33
Tabasco, H. H. Wiggin	1:28:58
Nisan 2d, D. H. Woodbury	1:29:50

CATBOATS

Puss-in-Boots, John Gleason	1:52:06
Pussy Cat, Fletcher Wonson	1:54:48
Scratch, Francis Gleason	1:56:01
Catspaw, W. H. Stearns	1:58:31
Purr, Ray Huntsman	1:58:34
Copycat, Wesley Pear	1:59:00
Fay, Quincy Bent	2:01:10
Catnip, Fred Ives (Don Jelly)	2:02:50
Eli, Granger Hill	2:13:14
Catalena, Alice Ives	2:21:25
Dub, Christine Linderman	2:39:15
Kittiwake, Howard Bloombergh	Did not finish

FISH CLASS

Perch, Harry Griffin	2:02:32
Skipjack, David Morse	2:02:40
Bluefish, Albert Hale	2:20:00
Skate, Harry Worcester (Don Gleason)	2:30:15
Goldfish, Jack Bloombergh	Did not finish

BIRD CLASS

Wren, W. E. Lufkin	1:34:21
Squab, Harry Worcester	1:37:50
Canvasback, David Muzzey	1:37:53
Rufus, Paul Woodbury	1:37:54
Avis, Catharine Usher	1:38:00
Teaser 2d, R. Russell Smith	1:38:19
Kayoshk, Everett Brown	1:47:12
Albatross, Walter E. Olsen	1:56:35
Baby Duck, Dewitt Parker	1:32:46

Baby Duck fouled Wren, withdrew.

SATURDAY SKIPPER'S RACE

Light Northeast Breeze and Rolling Sea—John Gleason Wins in Caterpillar

Saturday morning, a skipper's race, postponed from Sunday, was

sailed in a light northeast wind and a rolling sea. Caterpillar, with John Gleason, was but 10 seconds ahead at the finish. His brother, Francis, in the Scratch was always dangerous. The summary:

SKIPPERS' RACE

Name, Owner and Helmsman	El Time
Caterpillar, John Gleason	1:18:20
Scratch, Francis Gleason	1:18:30
Eli, Harry Worcester	1:19:28
Kittiwake, R. Russell Smith	1:20:03
Puss-in-Boots, Fletcher Wonson	1:20:07
Pussy Cat, Granger Hill	1:20:22
Copy Cat, Howard Bloomberg	1:25:30

SLOW GOING SATURDAY

Hevella, Luck Duck and Vim Winners in a Light Southerly

A light northeast breeze made for slow going at Eastern Point Saturday afternoon. In the Sonders, Hevella rounded first on the run, with Skeezix a close competitor. On the second hitch across, all held the same relative positions. At the breakwater on the third leg the fleet ran into a soft spot, but Hevella succeeded in maintaining her advantage, Vim, however, dispossessing Skeezix of second position. The Bass Rocks Cape Codder Lucky Duck again marked up another tally in the winning side of the ledger, beating out Æolus 21 seconds. The summary:

SONDER CLASS

Name, Owner and Helmsman	El Time
Hevella, Jack Raymond	2:01:41
Vim, John G. Lewis (Charles Ahlquist)	2:02:32
Skeezix, Charles Higgins	2:03:41
Whiskaway, William McDonald	2:05:39
Lady, William MacDonald (Homer Clark)	2:08:30
Panther, P. Rhinelander	2:09:33
Shamrock, Paula Patch (B. Colby)	2:10:58
Olita 2d, Mrs. Jack Raymond	2:11:10
Bandit, E. M. Williams	2:16:49

CAPE COD KNOCKABOUTS

Lucky Duck, S. H. Pillsbury, 3d	1:17:41
Æolus, Jacob H. Sleeper	1:18:02
Kilmer, Meredith Talbot	2:19:05
Naughty One, J. O. Procter, 3d	1:20:09
Fontana, Emma Raymond	1:20:15

MIDGETS

Wind, Lawrence Rhinelander	1:14:25
Philetas, Philip Tucker	1:14:36

SMOOTH SEAS SUNDAY

Rufus, Catnip and Skipjack Lead the Way Home at Squam Sunday Afternoon

A light southerly breeze and smooth sea prevailed for the race of the Annisquam Yacht Club Sunday afternoon.

In the bird class the Baby Duck led on the broad reach to Plum Cover and the run dead before it to the inner mark, Wren, Squab and Rufus following in order.

On the beat back with a fair tide Rufus began to show action and at the lighthouse just crossed the bow of Baby Duck gaining slightly in the homestretch in the river and winning by 15 seconds.

In the cat class the Catnip, which was last at the turn at Plum Cove, won by reason of good luck in wind hunting on the windward leg. The Purr was first at the Plum Cove mark, with Dub second.

At this point the wind went calm for a spell, but Purr maintained her lead after it breezed up, to the inner mark. Then the fleet split tacks, Catnip, standing way off toward Essex and coming about to starboard, kited down toward the river mouth with a slant of wind off the hills that enabled her to pass Miss Linderman, in the Dub, at the lighthouse, and Catnip continued to gain all the way up the river.

David Morse in the Skipjack succeded in getting home ahead of Harry Griffin in the Perch, who has been having things all his own way in the fish class this season. The summary:

BIRD BOATS

Name, Owner and Helmsman	El Time
Rufus, Paul Woodbury	1:19:25
Baby Duck, Dewitt Parker	1:19:40
Avis, Norman Olsen	1:20:27
Squab, Harry Worcester	1:21:15
Kayoshk, Everett Brown	1:21:30
Wren, W. E. Lufkin	1:21:51
Canvasback, D. Muzzey	1:23:35
Teaser II, R. R. Smith	1:26:40
Albatross, W. E. Olson	1:35:05

CATBOATS

Catnip, F. M. Ives, Jr.	1:40:30
Dub, Christine Linderman	1:41:25
Purr, Ray Huntsman	1:41:56
Copycat, Wesley Pear	1:42:20
Eli, Granger Hill	1:43:16
Fay, Bobby Bent	1:43:20
Scratch, Francis Gleason	1:44:26
Pussy Cat, Fletcher Wonson	1:44:27
Puss-in-Boots, John Gleason	1:44:30
Catalena, Eleanor Ives	1:46:12
Ketchup, M. D. Miller	1:46:45

FISH CLASS

Skipjack, D. Morse	1:38:45
Perch, Harry Griffin	1:39:10
Skate, H. Worcester	1:40:30
Bluefish, Albert Hale	1:40:55
Spanish Lady, John Myers	1:45:25
Goldfish, Jack Bloombergh	1:54:54

A skipper's race in the Cat class was sailed Sunday morning, a light southerly air prevailing, accompanied by a smooth sea.

Russell Smith in the Scratch lead on the broad reach to Plum Cove, with Dubs and Fay second and third. The same positions were maintained to the inner mark, except that Puss-in-Boots took third place.

On the beat home most of the boats went ashore, but Caterpillar and Copycat made a long hitch to port toward Essex, coming back to starboard with a following wind that landed them winners. The summary:

CAT CLASS

Name, Owner and Helmsman	El Time
Caterpillar, Harry Worcester	2:16:45
Copycat, J. Frick	2:18:33
Dubs, Francis Gleason	2:19:27
Scratch, R. Russell Smith	2:20:05
Eli, Howard Bloombergh	2:00:07
Purr, Harry Griffin	2:00:16
Fay, Fletcher Wonson	2:01:25
Pussy Cat, John Gleason	2:01:42
Puss-in-Boots, Bobby Bent	2:01:50
Kittiwake, Granger Hill	2:03:20

BLUES SCORE HEAVILY

Over Reds in Sunday's Sonder Race at Eastern Point

The Blues scored heavily over the Reds Sunday afternoon in the team Sonder race at Eastern Point. A light southeasterly breeze prevailed. The course was windward, a beat to the easterly mark beyond the Whistler and a run home. The Hevella led from gun fire to gun fire. The score was Blues 20, Reds 8. The summary:

SONDER CLASS, TEAM RACE

Name, Owner and Helmsman	El Time
Hevella (B), Jack Roymand	1:18:52
Skeezix (B),, Charles Higgins	1:21:40
Olita II (B), Mrs. Jack Raymond	1:25:39
Lady (R), Wm. MacDonald (W. Eustis)	1:25:50
Whiskaway (R), Wm. MacDonald	1:26:23
Shamrock (B), Paula Patch (B. Colby)	1:28:19
Bandit (R), E. M. Williams	1:30:05
Panther (R), P. Rhinelander	1:30:58

NATIONAL QUALITY NATIONAL SERVICE

WELCOME We extend at this season of the year a welcome. North Shore's well known MOST SANITARY MARKETS are at your service in every sense of the word.

BEST HEAVY WESTERN DRESSED BEEF
FRESH DRESSED STATE OF MAINE VEAL
GENUINE SPRING LAMB
STRICTLY CORN FED PORK
MILK-FED CHICKENS AND FOWL
BUTTER, EGGS AND FRESH FISH

The National Butchers Company

99 MAIN ST., GLOUCESTER (Tel. 2852);
250 CABOT ST., BEVERLY (Tel. 1652);
256 ESSEX ST., SALEM (Tel. 3510)

Largest Retailers of Meats and Poultry in America

The Busy Bee

The Finest Equipped Restaurant on the North Shore
LOBSTERS — STEAKS — CHOPS
Food Cooked to Order
Summer Residents—When in Town Dine Here
74 Main Street Gloucester

THE ROCKAWAY
AND COTTAGES
At ROCKY NECK, EAST GLOUCESTER
Right on the Water
Commanding a Superb View of the Ocean
Accommodates 400.
W. A. PUBLICOVER, Proprietor

JOHN ALDEN COAL CO.
COAL AND WOOD
ALL RAIL COAL
The Coal That Speaks for Itself
DELIVERIES ANYWHERE ON CAPE ANN
WHITTEMORE STREET GLOUCESTER
Telephone 282

For Sixty Years

THIS PHARMACY has been dispensing Reliable

Drugs and Medicines

to the people of Cape Ann. Have you ever given us an opportunity to prove to you our capabilities along the lines of EFFICIENCY and REAL SERVICE? We respectfully solicit a share of your patronage this present season.

The Wetherell Pharmacy

P. O. SQUARE

SWINSON BROS.

LANDSCAPE GARDENERS

Road and Lawn Tennis Court Construction

Local Agents for Sheep Manure and Fertilizer
Blue Stone for Walks, Driveways and Lawn Tennis Purposes
Telephone Advice and Estimate of Cost—Free
EXPERT LAND DRAINING EXCAVATING, GRADING

114 Mt. Pleasant St. EAST GLOUCESTER

The Pattillo Store

THE FINEST LINE OF SUMMER FURNITURE, SCREENS, MATTRESSES, RUGS, ETC. ON THE NORTH SHORE. UPHOLSTERING DONE BY SKILLED WORKMAN

A. ANTON PATTILLO

Fine Assortment of Vudor Shades for the Piazza

C. F. Tompkins Co.

67 MIDDLE STREET GLOUCESTER

EVERYTHING IN THE LINE OF

HARDWARE — STOVES

and Kitchen Furnishings

L. E. Andrews & Co.

117-121 Main Street Gloucester

ROCKPORT GOLF

Club Championship Saturday — Guiler Brothers Turn in Lowest Scores

The club championship qualifying round was played at the Rockport Country Club Saturday. In the first division the three Guiler brothers had the lowest scores. The scores:

First Division—Cameron Guiler, 76; James Guiler, 81; Douglass Guiler, 82; P. B. Lovell, 83; J. L. Graham, 83; Leighton York, 86; Jay Willing, 87; C. S. Patten, 87; William Shea, 88; Joe Fay, 88; Ralph Fitch, 87; A. W. Haroth, 89; James B. Willing, 90; George W. Hall, 90; John Lyons, 91.

Second Division—Joseph Collins, 93; W. D. Swan, 93; Francis Smith, 93; Frank McKenzie, 93; J. M. Marshall, 94; F. H. Tarr, 95; Cy Brewer, 95; C. L. Allen, 95; Isaac Hall, 96; James Fay, 99; T. T. H. Harwood, 99; George W. Harvey, 100; Louis P. Rogers, 100; Eddie Hagstrom, 100.

GOOD HARBOR BEACH—BRIAR NECK

Another week still finds the Good Harbor Beach Inn and its cottages well filled with many of its old patrons and some new families.

Among the late arrivals are: H. I. Glazier Hamilton, Ont., Canada; Lucy J. LaBlanc, Waltham,

(Continued on page 23)

CITY OF GLOUCESTER

NOTICE

No person shall set, maintain or increase a fire in the open air between March 1st and December 1st except by written permission of the Chief of the Fire Department or the Fire Warden.

These permits may be obtained from the Chief of the Fire Department at the Defiance Engine House or from the office of the Fire Warden at City Hall.

Persons wishing to burn rubbish, grass, etc., in the business or residential sections of the city, i. e. within the limits established by the Eastern avenue School on Eastern avenue and the cut bridge on Western avenue, and the Green on Washington street, should apply to the Chief of the Fire Department. Those wishing to burn rubbish, brush, grass, etc., in the outlying portions of the city, that is outside of the limits as here set forth, whose fire would be on or near any wood, brush or grasslands, should apply to the Fire Warden.

Readers of this notice are cautioned to be extremely careful of matches, cigars and cigarettes while in or near any wood or brushland to prevent forest fires.

HOMER R. MARCHANT,
Chief of the Fire Department.
HARLAND W. DANN,
Fire Warden.

WONSON & HOLT

MILLINERY

Order Work a Specialty

(Red Men's Bldg.)
65 Middle St., Gloucester
Corner Center St.,
Telephone 1538-M

SADIE KELLY'S

GREEN GABLES

Magnolia, Mass.

North Shore's Smartest Dance Restaurant
A La Carte Service
Shore Dinners
Choice Rooms With Baths

PARKING REGULATIONS

CITY OF GLOUCESTER

Notice to Automobilists

Attention is called to the following extracts from an ordinance governing automobile traffic passed June 6, 1924.

Section One. During the months of June, July, August and September the following traffic regulations shall be effective for vehicles:

1. Short street to be a one-way street, travel only in northerly direction, from Main to Middle street.

2. Hancock street from Middle to Main one-way only, southerly direction.

3. No parking from crossing to Pleasant street on Main street in front of Post Office.

4. No parking eastern side of School street from Middle to Mason street.

5. No parking Main street southern side from Strand Theatre to Boynton Way.

6. No parking Main street northerly side from Busy Bee Lunch Room to Whitmarsh's Store.

7. No parking Hancock street, Main to Rogers street.

8. No parking northerly side Middle street, School to Washington.

9. No parking either side Elm street, Main to Federal.

10. Parking only on east side of Duncan street from Fishermen's Institute to Rogers street.

11. No parking on east side of Chestnut street.

12. Busses may stop at theatres and only at designated places marked by white lines.

13. Manchester and West Gloucester busses, incoming, to use Rogers street; west bound through Main street.

14. Crossings marked by white lines are Safety Zones.

15. Any owner or operator of a vehicle shall when requested by a member of the Police Department move said vehicle from any place where it may be standing.

16. Nautilus road a one way street in a southerly direction between Bass avenue and Bass Rocks road.

No vehicle shall be parked on Middle street on either side of said street from Pleasant street to Dale avenue.

Vehicles shall be parked on the Western side of Dale avenue, only in a diagonal direction with right rear wheel against curb.

17. No automobile or other vehicle shall be parked within 15 feet of any hydrant on any street in the City of Gloucester.

Section Two. All acts and parts of acts inconsistent herewith are hereby repealed.

Section Three. This ordinance shall take effect on and after ten days from the date of its final passage.

MILLARD J. WHIDDEN,
City Marshal.

EAST GLOUCESTER

(Continued from page 12)

guests at the Inn. The ball will take place on the 11th. Some have already decided upon their costumes. These are Miss Jobe, who will appear as a Spanish girl, Mrs. Frederic Button in an exotic costume of the Far East, Miss Elfrida Le Huguet as the Princess Elfrida, a mediæval maiden, Mr. J. H. Emerton will be an Arab chief, and should make a very imposing sheik. Pocahontas and Sir Galahad will of course be present, but much excitement is aroused by rumors that Mrs. Henry Hersey Andrew of New York, will come as the "Divine Sara," Mr. Henry Hersey Andrew as Napoleon. Josephine will not be present but Miss Sarah Lippincott Richards will accompany the Andrews, accoutred as a lady of the first Empire. Miss Richards' book, "The Question of Dolly," is now being published, and will be released from the press in September. Mr. Andrew's father was Governor John A. Andrew of Massachusetts.

Arrivals at the Rockaway: J. E. Carroll, M. A. Murphy, M. K. Purchase, F. R. Frajine, Miss McKenna, Miss Anne Reardon, Miss Dorothy Reardon, Boston; Mr. and Mrs. W. L. Morrill and family, Cambridge; Mrs. Charles E. Hibbard, Pittsfield; Mrs. Ruth MacIver, Brookline; R. E. Hanson, Melrose, Mrs. May E. O'Connor, Somerville; Rose M. Gannon, West Newton; Mrs. B. P. Ellis, Dover; H. W. Broadbridge, Haverhill; Mr. and Mrs. W. Arthur Cole, Brattleboro; Mr. and Mrs. Archie N. Gourley, Mr. and Mrs. I. Reed Gourley, Concord, N. H.; M. R. Fontaine, James A. Conlon, Hartford; G. M. Beyley, E. J. Fraser, Providence; Mr. and Mrs. Chester H. Fay, Worcester; A. W. Schwartz, Paul Diserens, Mrs. W. W. Fairfield, Miss Frances Donaldson, Miss Katherine Ott, George H. Evans, Miss Mary Hibbard, Florence Youngberg, Mollie Shirer, New York; Dr. and Mrs. C. C. Chesbro, Utica, N. Y.; Miss Tonda, Miss Anna Tonda, Gloversville, N. Y.; Mrs. E. C. Dillingham, Miss Alice Dillingham, Englewood, N. J.; Mr. and Mrs. W. S. Horner, Narbersh, Pa.; Mrs. Joseph Blake, Jr., Elkins Park, Pa.; Julian Lathrop, Mrs. E. R. Eidel, Miss Eidel, Miss Theodora Phillips Bush, Hayden Willet, Elizabeth L. Willet, Philadelphia; Mrs. Harry J. Shoemaker, Doglestown, Pa.; Helen E. Shand, Merion, Pa.; Lily Hemphiel, West Chester, Pa.; Mrs. A. L. Strout, Germantown, Pa.; Joseph B. Legg, Mrs. Jane D. Harmon, Baltimore; R. L. Newhouse and family, F. G. Cramar, Washington; Mr. and Mrs. D. C. Holder, New Orleans; James L. Wick, Jr., Warner A. Wick, Mrs. James L. Wick, Jr., Mary Wick, Emily Wick, Harriet Wick, Youngstown, Ohio; Mr. and Mrs. A. M. Ernst, Cleveland; Mr. and Mrs. Hugh Ford, Akron, Ohio; Alma Diserens, Miss Ruth McKinley, Miss Harriet Brasier, Cincinnati; C. M. Anderson, Detroit; Mrs. C. W. Blow, Miss G. Herbert, T. R. Blow, St. Louis; Mrs. M. M. Little; Mrs. M. L. Smith, Masters J. A. and R. Smith, J. A. Berryman, Tampa.

Arrivals at the Harbor View: John M. Goodnow, Boston; A. F. James, Helena L. Shea, Woburn; C. F. Richter, Mrs. L. Richter, W. Somerville; H. W. Richter, Randolph; Bessie L. Nye, Edgewood, R. I.; T. J. McDonough, Manchester, N. H.; Miss Catherine L. Spencer, Mr. and Mrs. Charles H. Spencer, Ridgewood, N. J.; Miss Suzanne Ackerman, Asbury Park, N. J.; Katharine D. Wirner, New York; Mrs. C. W. Howe, Baltimore; Mrs. S. P. Richardson, Davenport, Ia.; Mrs. G. S. Schæfer, Panama; Mr. and Mrs. G. H. Stausburg, Louisville, Ky.; Ellen W. Hatton, Marie Claybaugh, Philadelphia; Mrs. Adelbert Jones, Springfield; Mr. William Paxton, Newton.

YOUR SUMMER VACATION

Can be made Perfect
by using

A Gas Range and a Gas Water Heater

We Sell Them and Excel
in our Service

GLOUCESTER GAS LIGHT CO.

MARSHALL & MARCHANT

Established 1893

MANUFACTURING CONFECTIONERS

118 MAIN ST., near Waiting Station GLOUCESTER

We carry, in addition to our own goods, a large assortment of the leading brands of Candies, including SCHRAFFT'S, FISH'S and CYNTHIA SWEETS.

We Guarantee Our Goods of the Highest Quality and Absolutely Pure

Ice Cream of Our Own Manufacture--All the Leading Flavors
Only the Purest Fruit Juices Used at Our Soda Fountain.

THE LARGEST VARIETY OF FRESH SALTED NUTS
in the City—Always Crisp and Toothsome

REMOVAL

The McPherson Symmes Co.

HAVE REMOVED TO THEIR

NEW HEADQUARTERS

431 Main Street, Near the Junction of East Main and Eastern Avenues. At the Entrance of the East Gloucester, Bass Rocks, Long Beach, Briar Neck-Rockport Section.

This Newly Fitted Establishment is Equipped With the Latest and Most Sanitary Devices for a

FIRST CLASS PROVISION MARKET
FINE GROCERIES
FRESH MEATS FRESH FISH
FRESH VEGETABLES

Everything in its Season Will Be Found in This Store.

Deliveries made at Bass Rocks, East Gloucester, Briar's Neck, West Gloucester, Wolf Hill, Riverview, Wheeler's Point, and Annisquam.

Telephone Orders Given Prompt Attention

TEL. 670 431 MAIN ST., GLOUCESTER, MASS.

The Three Hundredth Anniversary Book

The Book of the Observance of the 300th Anniversary of the Foundation of the Massachusetts Bay Colony contains about 350 pages including 50 full page illustrations and is produced in the best manner of printers.

It is one of the most valuable books concerning local history ever published containing new historical matter not before printed. All the literary and historical participants put their best foot forward, so to speak, for the occasion.

The proceedings of every day with the addresses, poems, etc., in full, covering the old home coming, the fishermen's memorial, the Permanent Memorial, the historical and literary exercises, parades, fishermen's race for the Lipton and Prentiss cups, yacht race, sports, and all the activities are fully recorded.

The sermons of the various pastors are an invaluable addition to local church history.

Included is the full text of the Paper on the Permanent Settlement of Cape Ann in 1623 with map, settling convincingly with ample proof, any contention to the contrary. Edition limited to 500.

Price $4.00, on sale at Shurtleff's Book Shop, Waiting Station, Main St., or office.

Pringle's History of Gloucester, from the coming of Thorwald (1001) to 1892. Limited number available. $3.00. A book of the Gloucester Pageant (300th Anniversary, 1923) 75 cents.

Miss Varina Davis Brown of Anderson, S. C., has returned to the Harbor View for a stay into September. Miss Brown is engaged in an historical study of the Battle of Spottsylvania, her father, the late Col. Joseph A. Brown, being in command of the Confederate forces at that point, accounted one of the most vital struggles of the war between the states.

Arrivals at the Fairview: Miss E. M. Hoppin, Miss M. Louise Hayden, Boston; Mrs. H. P. Warren, Jr., George Warren, Greenwich, Conn.; Mrs. McCalla Sanderson, Washington, D. C.; Miss Ada A. Ranier, Philadelphia, Pa.; Miss Viola M. Devries, Miss Caroline D. Norris, Towson, Md.; Miss Millicent Drake, Rome, Italy; Miss Marge Bayles, East Orange, N. J.

KING MACKEREL

(Continued from page 9)

lead, sinks. Bolt rope, passing through rings at the bottom, aboard the seine boat in which are the crew, is the means by which the bottom of this inverted bag is pursed together and the fish imprisoned.

Mackerel, in the waters of the United States, frequently "school" on the surface swimming in a spearhead formation under the guidance of leaders, as the wild fowl navigate the air. At times they sink, their movements being governed by their quest for food, their favorite, a minute red shell fish, "red feed," in the vernacular. At night their presence is detected by the phosphorescence or "fire" which they give off and at that time they are easy prey for the seiners.

Old Hook and Line Method Superseded

By the old hook and line method the securing of a fare was the limit of weeks of hard work; while with one cast of the seine a fare was taken within a day. So the application of the seine for catching of mackerel came into vogue about 1875 and in a year or more was universally adopted, the hook and line method being banished, almost in a twelvemonth, to the hall of the archaic.

Fishery Declines Sharply

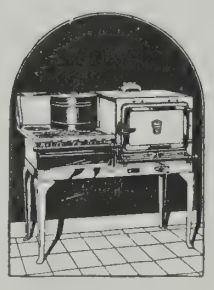
For several years thereafter the mackerel fishery was at the zenith of its prosperity. Fish were plentiful and were to be had without effort. It became the practise to take large schools, bail the fish on deck, sort out the large fish and throw the smaller sizes overboard. This had its inevitable effect. The fish failed to appear in their usual quantities and the catch fell from a two, three and four hundred thousand barrel figure to 20,000 and thereabouts. Many of the skippers who had prospered, owned their craft. However, the fishing business once on the losing side tells. The fishermen hoping against hope that the succeeding season would witness the renewal of the old time prosperity held on. But the lean seasons persisted and the fish came not. Many went into bankruptcy and lost every dollar they had, the result of a lifetime of hard

(Continued on page 20)

Chambers FIRELESS **Gas Range**
COOKS *with the* GAS TURNED OFF!

Equipped with the Patented Chambers' THERMODYNE (for soups, etc.), and INSULATED OVEN. No other domestic appliance can mean so much to every woman.

Gas is burned for a few minutes then turned off, ensuring a COOL, EFFICIENT KITCHEN.



Sold and demonstrated by the L. E. SMITH CO., Inc., 221 - 223 Main Street, Gloucester. Can refer to Gloucester users.

THE L. E. SMITH CO., Inc.

PLUMBING, HEATING, HARDWARE
A Fine Line of Kitchen Furnishings.
INVESTIGATE THE FRIGIDAIRE
The Modern, Sanitary, Iceless Refrigerator

221-223 MAIN STREET 169 E. MAIN ST.

GLOUCESTER NATIONAL BANK

ESTABLISHED 1796

A MODERN BANK

AT YOUR SERVICE

We are well equipped to handle all of your Banking requirements. Our massive, modern vaults are the last word in vault construction.

OUR SPECIAL STORAGE VAULT

For safe keeping of valuables that should not be left in your summer home during the winter months.

Oldest Bank in City; Second Oldest in the State; Eighth Oldest in the United States

FERNWOOD—WEST GLOUCESTER

Mrs. Lillian Harriman of Cambridge is again at her cottage on Woodward avenue.

For their 15th summer Mr. and Mrs. Arthur L. Millett of Gloucester are at "Squirrel Lodge" on Woodward avenue. They are accompanied by Mr. and Mrs. J. Thelton Anderson and their young son. Mrs. Anderson was Marion M. Millett before her marriage.

Mr. and Mrs. Charles L. Woodside of Malden and the latter's brother, Fred Thomas, are at "Woodside" for their 15th season.

Morris Bell and Max Leavitt of the Gloucester Manufacturing Co., with their families, are at their cottages on the river's edge, for the third season.

Mrs. F. Dutton Tobin of Stoneham has returned to her cottage for the season. The friends of Mr. Tobin, who have been coming to Fernwood for many years, will regret to learn of his death which occurred in the spring.

Mr. and Mrs. George Shepherd and family of Dorchester and Miss Clara Ketcham of Brooklyn, N. Y., are occupying Pine Cone Lodge cottage, as for several seasons past.

Mr. and Mrs. Fred MacDonald and family of Melrose are again occupying Pine Boughs cottage.

Miss Lucy Whittier and daughters Jean and Blair of Brookline are at Pine Crest cottage.

Mr. and Mrs. Hjalmar Brown and son Carl of Gloucester are at their Pine Needle cottage.

Mr. and Mrs. Arthur Toppan and Miss Cora Toppan of Manchester are as usual occupying their Edgemarsh cottage.

Mr.and Mrs. Joseph Guinane and young daughter of Gloucester are at the cottage on Wooodward avenue which they occupied last year. Mrs. Guinane was formerly Bessie M. Wells of Gloucester and the young couple are being heartily congratulated upon the arrival of their first offspring.

Mr. and Mrs. Charles H. Watkins and son Malcolm of Winchester are at their "Sweet Briar" cottage for another season.

Mr. and Mrs. Arthur Morton and family of Malden are at Wigwam cottage which they purchased a few seasons ago.

Mrs. Mary Smith and daughters Marion and Ethel of Brookline are at their cottage on Woodward avenue again this season.

Captain and Mrs. Rutherford H. Marchant and son Richard of Amsterdam, N. Y., and formerly of Gloucester, are at their cottage on Woodward avenue. Captain Marchant is engaged in mackerel seining in the fine craft "Eleanor."

Mr. and Mrs. Charles E. Tucker of Boston, who are among the early ones to come and the late ones to go, are once more at their cottage, the "Sundial."

Mr. and Mrs. Charles Thurston of Gloucester and Mr. and Mrs. Allen Newman and daughters Grace, Ruth and Dorothy of Somerville are at the former's "Hillside" cottage, Mrs. Newman being a daughter of Mrs. Thurston.

Mr. and Mrs. John W. Watters of Winchester are among these who return each summer, and with them are the Misses Georgianna, Barbara, Florence and Mr. John Watters, the latter, Harvard's famous track team winner and inter-collegiate champion half-miler.

At Camp Resnick on Stanwood's Point, the young men and women guests there are enjoying all the summer sports, such as swimming, boating, tennis, handball, and baseball.

Mr. and Mrs. A. Myron Tarr and son Alden, and Miss Helen Friend of Gloucester have a cottage for the summer in this beautiful summer colony of Cape Ann.

Mr. and Mrs. Percy Bennett of Quincy and sons Stanley, Arnold, and Miss Elaine have returned for another summer at Fernwood.

Mr .and Mrs. George Lux and Miss Marjorie Lux of Hartford, Conn., recently entertained Miss Vira T. Howes of West Medford.

Mr. and Mrs. H. P. Wasgatt of Waban and their daughter Helen, are among the oldest summer residents of Fernwood. They return for their 22nd summer.

STILLINGTON HALL

Gloucester, Mass.

The

"STILLINGTON PLAYERS"

will present

"SHE HAD TO KNOW"

a comedy in three acts by

Paul Geraldy

(translated by Grace George)

August 19, 20, 21, 23, 24, 25

Tickets $3.30

Seats on sale at Hall

Telephone Gloucester 332

SUMMER RESIDENTS

The Saturday Public Markets

51 WASHINGTON STREET 252 MAIN STREET

GLOUCESTER

LOOK FOR OUR SIGNS

NORTH SHORE DISTRIBUTORS AT RETAIL PRICES

OF THE E. W. RUSSELL CO., WHOLESALERS,

Established 20 Years

THE VERY HIGHEST GRADES OF BEEF, LAMB, PORK

At 15 to 20 cents per pound lower than elsewhere.

The best that money can buy. A FULL LINE OF VEGETABLES AND FRUITS in great variety at correspondingly low prices.

Turk's Head Inn

ROCKPORT -:- MASS.

D. P. CLARK, Prop.

Seashore and Country Combined.

Unexcelled Cuisine

INSURANCE

ALL KINDS

STRONGEST COMPANIES

JOHN A. JOHNSON

Gloucester National Bank Bldg.

Telephones 16 and 17

Just off Custom House Square

TASTE—

FLAVOR—

ENJOYMENT—

Served at our Soda Fountain with Special Ice Cream and Cooling Drinks

TROWBRIDGE, The Druggist

THE NEW DRUG STORE

159 MAIN STREET GLOUCESTER

Gorze Rocks on Eastern Point

REFRESHINGLY DIFFERENT, SEE MR. CHICK

An Exclusive Product of This Store

Genuine Tanned Codfish Skins

The codfish skin, when tanned, makes beautiful and durable leather. This we make up into BILL FOLDS, SEWING SETS, BRIDGE SETS, KEYTAINERS, BRUSHES, DIARIES, FLASKS, CIGARETTE CASES, TRIP BOOKS and numerous other useful novelties.

Be sure to see this exclusive line of leather goods. In no other way can it be appreciated.

$1.00 to $10.00

BLANCHARD Jeweler

125 MAIN STREET, GLOUCESTER, MASS.

Unusual gifts for the one who has everything. (Keep this in mind and tell your friends.)

THE ROCKPORT SHORE

(Continued from page 13)

Mrs. Melbourne Mabee, Chicago; Mrs. S. M. Kinney, Croton-on-the Hudson, N. Y.; Miss Ava Yeargain, Miss Marcella Yeargain, St. Louis; Prof. and Mrs. James Harvey Robinson, Miss Louise Robinson, Mr. Read Lewis, New York City.

List of present guests at Ocean View, Pigeon Cove: Miss Cora A. Whippen, Mr. and Mrs. James Aberdeen, Miss M. G. Finlay, Brookline; Mrs. Harry W. Smith, Waltham; Miss Edith E. Bradley, Philadelphia; Rev. and Mrs. F. W. Abbott, Buffalo; Mrs. Frank S. Powell, St. Louis and Detroit; Mrs. Seward, Miss Woods, Miss Harwood, Rutland,; Mrs. H. J. Faulkner, Miss Jean L. Faulkner, Miss Florence Faulkner, Miss Julia Clemons, New York City; Mrs. Alice Murphy, Boston; Mr. and Mrs. Moses Bukmen, Hartford; Mr. and Mrs. Orville P. Williams, Brooklyn; Miss Louise R. Reader, Lowell; Mr. Edwin C. Merrill, E. Orange, N. J.; Miss A. C. Balcom, Springfield; Mrs. A. A. Balcom, Natick; Mr. J. R. Lane, Miss Olive E. Lane, Rochester, N. Y.; Miss H. I. Mamlock, Miss G. R. Mamlock, Pelham, N. Y.; Mrs. R. C. Grant, Princeton, N. J.; Miss Mary Davison, Willimantic; Miss Elinor T. Hastings, Mrs. Albert Foster, Miss Mary Pattison, Albany, N. Y.; Mr. and Mrs. George Witte, Southern Pines, N. C.; Miss Irma Frieslein, Miss Sara Dessosway, New York City; Mr. and Mrs. Harry Kershaw, Lowell; Miss M. Adams, Buffalo.

BASS ROCKS

(Continued from page 9)

House. Monday, Mrs. L. A. Brown and Mrs. S. H. Pillsbury were hostesses to a party of 13 tables of bridge and tea. Tuesday, Mrs. Ross of Beach road and Mrs. Allen B. Farmer gave a bridge party of 10 tables and tea. Wednesday, Mrs. Fairfax of the Moorland had seven tables of bridge and 40 for tea. Thursday, Miss Irwin of the Moorland was hostess to a party of six tables at bridge and 30 for tea. Today, the 7th, the club gave a buffet luncheon, Mrs. William B. Campbell and Miss Emily McUckin being the hostesses. A large number were in attendance.

KING MACKEREL

(Continued from page 18)

work and the number of the fleet by this time composed of all Gloucester vessels dwindled rapidly to less than a hundred sail of mackerel catchers.

Statistics are usually dry reading but the following figures of the mackerel catch of New England from 1878 to 1890 are illuminating. These cover the first years of the introduction of purse seining. Note the large catch from '78 to and including 1885, the years of the "great slaughter" or "killing" of the fish, '84 believed to be the record for all time with 1885 close at its heels. Then note the big drop from '86 on continuing at the average of those later years for about 25 years. The catch of New England, salted fish was 196,468 barrels in 1878; 220,259 barrels in '79; 349,674 barrels in '80; 291,657 barrels in 1881; 378,863 barrels in '82; 226,685 barrels in '83; 478,076 barrels in '84; 329,943 barrels in '85; 79,998 barrels in '86; 88,382 barrels in '87; 48,205 barrels in '88; 21,918 barrels in '89, and 19,042 barrels in '90 and these lower averages prevailed for 25 years using the standard yardstick of a 200-pound salted barrel of fish.

The catch of 1925 has been about 205,000 barrels fresh fish, reckoning 150 pounds to the barrel and about 18,000 salted fish, the biggest season's work since 1885. Reckoned according to the 200-pound barrel salted fish, standard, the catch aggregated about 172,000 barrels.

(Concluded in the next issue)

CAKE SALES

The Cape Ann Scientific, Literary and Historical Society will hold a Series of Cake Sales at the house of the Society, 25 Pleasant street, beginning at 10.30 A.M. on the following dates: July 9, 16, 23, 30; August 3, 13, 20 and 27.

SADIE KELLY'S

GREEN GABLES

MAGNOLIA, MASS.

North Shore's Smartest Dance Restaurant

A La Carte Service

Shore Dinners

Choice Rooms With Baths

FRED A. SHACKELFORD

REAL ESTATE

Established 1911

111 Main St. Gloucester, Mass. Tel. 327-M

Representing purchasers exclusively when requested

Elwell's Shoe Hospital

SHOES RENEWED BY THE

ELWELL SYSTEM

Skilled Workmen—First Quality Oak Leather Only Used

4 CENTER STREET

Just Around the Corner from Main Street Waiting Station

MY LADY GOES SHOPPING

(Continued from page 11)

Babs looked at Chubby disdainfully. "So!" she said. "You—you breach of promise! You remember what you said at Hartwell's Gift Shop, when we looked at those darling gifts, and the lamp shades with the ship on it?"

"I didn't say anything," said Chubby, injuredly. "You said wouldn't it be nice to have those for wedding presents, and I said yes."

"And then I said how nice it would be to sail away on a ship like that on the lamp shades, and you said —" Babs began.

'I said, well, I'd like to well enough, because I wanted to get some of those trunks at Bott's leather store. They're beauties. Then you said, fine, we could also get reservations for the steamer there. Now what's breaching a promise about that."

"It was a proposal, you know it was! Surely you didn't mean for me to run away on a steamer with you without proposing, did you? Don't you ever dare to make me listen to any more of your old philosophy—vile stuff!" Babs said vengefully.

"Children, you stop fighting or I'll make you go to bed tonight without any of Gorton-Pew's clam chowder." Thereupon they fell as silent as the aforesaid clams, and I debated as to whether I should first go to the National House Furnishing Company (for Jack was determined that Aunt Myra should have a hammock from there) or to Marshall and Marchant's, for whose sundaes I was beginning to languish. Chubby wandered down to the Gloucester Coal & Lumber Company, for his father, who was bringing his son up in his own footsteps—Hornblower & Weeks' investments primarily.

I knew that Marion was going down to Steele & Abbot's, which company had wall-papered and painted her adorable house, so I proposed going along with her. "Do," she said, graciously. "Peggy will probably be at Pattillo's (Tompkins' store) buying porch chairs, and perhaps we can all meet together, say at Wetherell's, for a soda?"

We all agreed. "I," said Babs mournfully, "shall go to F. C. Poole's antique shop, and gaze in anguish at the lovely old things that I won't get for wedding presents."

"Me for my Chambers Fireless Gas Range," I said, "after this excursion. You must get one at L. E. Smith's, Marion—And I can sit in comfort in my beautiful North Shore Furniture Company's chairs, while everything cooks in silence and harmony!"

"What are you raving on so for?" Marion begged. "I see you bought some of those ducky little woven shoes at Armstrong's."

"I did," said I, "and they're going to take me right to Rogers' to have this watch of mine fixed."

"Mine's at Blanchard's," Marion said. "We'll stop there."

Needless to say, Chubby left us for Trowbridge's soda fountain, after we all decided to attend the very unusual play "Fashion," together on August 7.

When at last Marion and I were alone, she said swiftly: "Anne, you think it's horrible to have immortal youth through artificial means, don't you? And you regard Alice in Wonderland who grew tall, then short, with amused disbelief—what do you say if I tell you that I am stranger than either—I am growing younger every day; and soon I will be—a child!"

"Marion! But your little Bobby, that —that is the secret. That is why your little girl who should be fifteen is only ten! Tell me—are we both insane—or only you—or I?"

C. ANNE SHORE.

MAGNOLIA

(Continued from page 6)

Park Lane, is now giving æsthetic exercises on the beach every morning at eleven.

Miss Peggy Zolnay, daughter of the noted sculptor is visiting Miss Natalie Hammond at Lookout Hill.

Mr. Richard Hammond who is pursuing his musical studies in New York was at home over the week-end.

Miss Ella Hoyle and Henry Hoyle of Washington, are at Brookbank Inn for the season.

Del Monte's gardens and verandas are a "murmurous haunt . . . on summer eves." For here cluster the society folk of the shore in glorious array every Saturday evening. The fine old dining-room, with its peaceful and yet exotic charm, is thronged with the loveliest and the best. Above the tinkling of the ice in the glasses, above the gaiety of conversation, Ruby Newman's orchestra performs its musical miracles, and Lexington avenue concentrates its beauty and charm, a veritable fairy land, into one corner—Del Monte's.

The guests Saturday night were: Mr. Lawrence Foster, 10; Mr. Reginald Boardman, 10; Mr. Thomas Johnson, 8; Mr. John Wallace, 8; Mr. R. L. Davidson, 6; Mr. Hopple, 12; Mr. Harry Floyd, 4; Mr. R. S. Underwood, 6; Mrs. John Barnes, 6; Miss Barnes, 12; W. J. Dean, 6; E. McElwain, 4; C. E. Smith, 2; Mr. and Mrs. Chalifoux, 8; Tudor Simpkins, 6; Allan Steinert, 8; Mr. H. Hunter, 6; Fred Ellsworth, 8; John Martin, 6; Russell Burrage, 6; Mrs. John Mitchell, 8.

E. A. Flye
GLOUCESTER
Optician.
BEST OPTICAL SERVICE IN TOWN
Removed to office over Cape Ann National Bank
Main Street Gloucester

REMOVAL
LOUIS PALMER
(Boston Shoe Repair Co.)
Has Removed from 36 Main St. to 81 MAIN STREET
Fine Workmanship—
Satisfactory Quality and Prices
Tel. 8963-M

The Tavern
Directly on water at end of State Highway, Gloucester
Lobster, Fish and Steak Dinners
W. H. SMITH, Prop.
Telephone 1715-W

MELLOW'S
(The original. Est. 1912)
Garage and Taxi Service
Latest Packard Model Limousines
OPEN 24 HOURS. Tel. 1600
5 Parsons St. :: Gloucester

Good Harbor Beach Inn
Briar Neck, Gloucester, Mass.
Ocean View and within one hundred feet of one of the best Bathing Beaches on the New England Coast.
Edwin C. McIntire,
Managing Proprietor

FISHING TACKLE
Motor Boat Supplies, Life Preservers, Oars, Fire Extinguishers, Lights, Hooks, Lines, Rowlocks
LOTHROP'S PATENT FOG HORN
L. D. LOTHROP & SON
70 Duncan St., Gloucester

Tel. 452-R Established Here 1890
North Shore Dyeing and Cleansing Shop
Cleansing, Dyeing, Pressing and Repairing
Work called for and delivered
Next Olympia Theatre
247 Main Street

J. KAPLAN
LADIES' AND GENTS' TAILOR
DYERS and CLEANSERS
We are doing the finest work in the city. Satisfaction guaranteed. Two establishments, 12 Main St., opposite Harry's Lunch, and 328½ Main St., opposite W. H. Jordan's. Established eight years.

Samuel Bloomfield
REAL ESTATE AGENT
Bass Rocks and Eastern Point a Specialty
Office 53 Bass Ave.
Tel. 1886

Subscribe for
The Cape Ann Shore
75 cents per season on Cape Ann; Elsewhere $1. Ten cents a copy.

John J. McDonald
ELECTRICAL CONTRACTOR
15 Washington St.,
Gloucester :: Mass.
Phone 473-W Res. 447-R

Luncheons and afternoon teas are very popular in Del Monte's French gardens.

At Sadie Kelly's Saturday night an unusually large number of guests broke the record for this record season at the Green Gables. Dancing on the long veranda was especially nice, and even the lobby was filled. There were many large dinner parties, all won by the striking decorations—the famous orange and black that characterizes the lobby. Added to this, Jimmy Agnew's orchestra, assisted with the cabaret, featuring "Valencia." The orchestra wore drum-major costumes and Jimmy swung the batom. Guests were: Calvin Favorite, 18; Colman Levin, 12; R. C. Gould, 8; F. O. Osgood, 8; Mr. E. G. Gould, 11; M. P. Rand, 14; G. P. Morton, 10; S. B. Johnston, 8; and George Clinton Gill with 18, guests from the yacht "Nassau," moored in Kettle Cove.

Two large bridge parties were given at Green Gables last week. The Laurel Bridge Club of Lynn, had a bridge luncheon for thirty-four, with eight tables on the veranda. The table decorations were arranged personally by Miss Kelly.

Several bridge luncheons, which have become very popular, were scheduled for this week, the largest being the May-flower Bridge Club of Swampscott, who motored up and stayed for dinner.

RIVERVIEW

Thomas J. Carroll and family of Gloucester are occupying the cottage which has been their summer home for the past ten seasons.

The dean of the colonists in this section is W. R. Whittemore, who with his family are occupying " Whytemere," their Ferry Hill summer home.

Mr. and Mrs. Thomas L. Gorton of Gloucester have come to Rosemere cottage for another season.

After a period of residence of 25 years at their cottage here, Mr. and Mrs. Ernest L. Blatchford, are missing from their cottage this season, they remaining in their Gloucester house. Mr. and Mrs. Sherman L. Harriman, the latter born Doris Blatchford, and family, have the cottage this season.

Dr. Frederick C. Cobb and family of Boston are spending another season at their cottage.

Mrs. William P. Stanley whose cottage has been closed during July will occupy it for the rest of the season.

Mrs. Fred L. Davis and daughter are in Europe, but except to return early in the month for the rest of the season.

Dr. Frederick C. Cobb and family of Everett have "Green Gables" this season.

Mrs. J. E. Garland and family of Brookline, as has been their custom for years have returned to their cottage for another season.

Roy Bergengren and family of Lynn are this season's occupants of the Bergengren cottage.

Mr. and Mrs. Dana N. Trimble of Cambridge have "Riverbank" for another season.

Mr. and Mrs. Fred Wiggin of Melrose are again the occupants of "Roseledge" cottage.

STILLINGTON HALL THEATRICALS

New Home of Amateur Theatricals at the Buswell Place, Freshwater Cove

Mr. Leslie Buswell has just completed the building of an addition to his house, "Stillington," at Gloucester, which he intends to devote to music and dramatic productions during the summer months. Owing to the unavoidable delay in the completion of the building, it will not be possible to organize the musical club this season. He intends, however, to have one concert during the first week of September which will be the forerunner of the six or eight concerts next summer.

Stillington Hall has a small seating capacity of one hundred and seventy people, but the stage itself is comparable in size to the average professional stage and is being equipped with the most modern lighting system and settings. Mr. Livingston Platt, the well-known stage designer and producer, has been kind enough to devote a considerable amount of his time to designing and directing these installations, and Mr. Buswell should consider himself most fortunate in being able to have the advice of this "master of his craft."

Our readers will remember the dramatic productions at the Gallery on the Moors by the Players of the Gallery on the Moors, which have been seen by enthusiastic audiences during the last ten years. Mr. Buswell has organized an amateur company to continue these performances at his new Hall under the title of the "Stillington Players." This year they will present Miss Grace George's translation of Mr. Paul Geraldy's brilliant French comedy, "She Had to Know," which ran with so much success in New York this season, and in which Miss George, herself, scored a unique success in the leading role. Mrs. A. Lynde Cochrane, Miss Adamowski, Mrs. Hendricks H. Whitman, Mr. Albright, Mr. Powell and Mr. Buswell will constitute the cast. The play will be given on August 19, 20, 21, 23, 24 and 25, at 8.30 P.M. The tickets (all seats reserved) will be on sale August 5th, and can be obtained at the Hall or by by mail from Miss Atwater, Stillington, Gloucester, or by telephone, Gloucester 332.

WELL-KNOWN ACTRESS TO SPEAK

Miss Elsie Ferguson, the well-known actress, arrived Thursday at Turk's Head for the season, also Mr. Frederic Worlock, who has been playing leading role in Shanghai Gesture with Florence Reed which has closed for a brief vacation. Miss Ferguson has kindly consented to give a short talk after each performance of "Fashion."

COMMUNITY FANTASY

Street Fiesta in Aid of House will be Held Friday and Saturday

Community house, that old-fashioned three-story brick house, corner of Washington and Main streets is one of the city institutions. It is an invaluable adjunct to the contact work in connection with the various neighborhood racial groups that have come to the city in recent years. The navy boys from the mine fleet find it a veritable haven and headquarters ashore. Its influence is widespread.

Its maintenance calls for funds and to this end an out-door fete called "The Fantasy," will be held Friday and Saturday, August 6 and 7. The adjacent streets and squares will be roped off, booths will be erected, there will be dancing, music, etc. The dancing will be in charge of Miss Louise Friend, and there will be a chinese booth in charge of Mrs. Guy S. Swett, a Mediterranean booth presided over by Miss Nancy Flagg and many others. A most picturesque and pleasing entertainment for a most worthy cause. Come one. Come all.

The Hawthorne Inn and Cottages
Accommodates 400
EASTERN POINT
GEO. O. STACY, Prop.
The Moorlands
BASS ROCKS
E. D. PARSONS, Prop.

Storage Vaults
EVERY BANKING SERVICE
INSPECTION INVITED
CAPE ANN NATIONAL BANK

WEST GLOUCESTER—UPPER PARISH

Misses Helen and Mary Brick of Dorchester have returned to their Davis hill cottage for the season.

Charles F. Gould and family of Chelsea, who have spent the past two months at their summer home in Kent road, will round out the rest of the season at their camp at Wolfeboro, N. H., as is their custom.

Ernest L. Hobbs and family of Needham are among the cottagers in the Kent road section, here for another season.

Mr. and Mrs. George Buckminster of Malden are making week-end visits to their cottage.

Mrs. Annie Fillebrown of Wollaston is again making a summer's stay at Gray Craigs.

Mr. and Mrs. Herbert Sawyer of Malden are among the cottage roster here.

Mr. and Mrs. Joseph Davis and daughter of Needham are at their Davis hill cottage.

Mr. and Mrs. William Davis of Malden have returned to their summer home Davis hill for the summer.

SQUAM WILLOWS, RIGGS POINT AND THE MILL COLONY

Lieut. Thomas J. Daimering and family of the Somerville police force who have made their summer for several seasons in the Maciel cottage are again enjoying life there.

Lieut. John J. Curtis and family of the Gloucester police force have come to their Riggs Point cottage for another season.

Capt. Carl C. Young and family of Gloucester are at their Rocky shore camp.

George Norris and family of Gloucester are summering at their camp.

M. Francis Buckley, clerk of the Eastern District Court, and Mrs. Buckley and Joseph M. McPhee, are at Minnehaha cottage for another season. Mr. and Mrs. Buckley are now on a trip to Prince Edward Island.

Mr. and Mrs. William Reblin of Lynn have returned to their cottage near the Mill bank for the summer.

William G. Brown of Gloucester and William G. Brown, Jr., of the Boston Store, came early in the season to their adjoining cottages on Rocky shore bluff overlooking the river.

Mr. and Mrs. William McQuesten and family of Lawrence are occupants of the old Riggs homestead in Vine street, built by the ancestor of Mrs. McQuesten.

Mrs. Christine Dickson and family of Jamaica Plain who have made Riggs Point their summer home for the past 20 years are here for the summer.

George E. Bailey and family of Gloucester are in the Ben Pine cottage which he purchased last season.

Albert H. Clark and family of Gloucester are again passing the season at their cottage on the point.

Austin J. Doyle and family, old cottagers, are again enrolled in the Riggs Point settlement.

Charles Edward Story of Gloucester is occupying his bungalow on Goose Cove heights.

Newton S. Lane of the Gloucester post office staff and family are again at their cottage on the Rocky shore.

Mr. and Mrs. Albert Anderson of Boston are among the Rocky shore cottagers here this season.

Jairus Houghton and family of Swampscott are among the cottagers at the point.

Capt. Edward Wadding, U. S. A., and Mrs. Wadding, are spending the season at the Wadding camp at the Rock shore. Captain Wadding, who is the son of the well-known Capt. Richard Wadding, of the Grand bank fleet, is home from the Panama zone after three years' duty in that locality.

GOOD HARBOR BEACH

(Continued from page 16)

Mass., Peter LaBlanc, Waltham, Mass., Mr. and Mrs. Fred P. Schoedinger, Miss Ann E. Schoedinger, Master Fred P. Schoedinger, Jr., Columbus, Ohio, Margaret L. Cunningham, Miss M. M. Cronin, Boston, Mass., Miss Mae E. Beck, Helen M. Largenton, Cambridge, Mass., Mr. and Mrs. Robert K. Harrison, Oscar Harrison, Mae Harrison, Margaret Harrison, Mr. and Mrs. Albert R. Willis, Miss Edith Willis. Miss Ethel Shackleton, Miss Nellie Putman, Amsterdam, N. Y., Mr. and Mrs. Henry G. Enos, Master Richard G. Enos, Albany, N. Y., Mr. and Mrs. L. K. Warnick, Buffalo, Mr. and Mrs. J. L. Hall, Brookline, Mass., Mrs. Albert Richardson, Miss Dorothy Richardson, Master Albert Richardson, Bellerica, Mass., Joseph W. Galligan, Jamaica Plain, Mass., Miss M. Nusbaum, Miss M. G. Thomas, Genneveive E. Potter, Philadelphia, Penn., E. L. Dories, Bryn Mawn, Penn., Miss Jessie L. Barnard, Montclair, N. J., Mrs. F. B. Thomas, New York, N. Y., Mr. and Mrs. George E. Ames, Fitchburg, Mass., Mr. and Mrs. A. B. Goossen, A. Theodore Goossen, Eugene C. Goossen, Gloversville, N. Y., Anna L. James, Helen L. Shea, Woburn, Mass., Miss Gertrude R. Luce, Washington, D. C., Miss Imogene Howell, Washington.

Elizabeth Arden

Has sent her personal representative who has had years of experience in the ARDEN SALON, NEW YORK, to visit our TOILET DEPARTMENT on Thursday, Friday, Saturday, August 12-14 inclusive.

Take this opportunity to consult an expert and to receive her personal advice on the correct care and treatment of your skin.

Private consultations without charge.

Josephine Corset Shoppe

Mrs. Lester S. Day, Corsetiere and Proprietor

18 Pleasant St., Cor. Middle
GLOUCESTER

The Joseph C. Shepherd

MEAT & GROCERY CO.
141 Main Street, Gloucester
ESTABLISHED 1876

THE LARGEST, MOST SANITARY AND BEST STOCKED DEPARTMENT, GROCERY AND PROVISION STORE ON THE NORTH SHORE.

Come here with your market basket, personally select your list of Fine Groceries, Meats, Poultry, and same from department to department. Everything from soup to nuts and of the highest quality. In the coolest and most commodious store in Essex County.

FISH DEPARTMENT

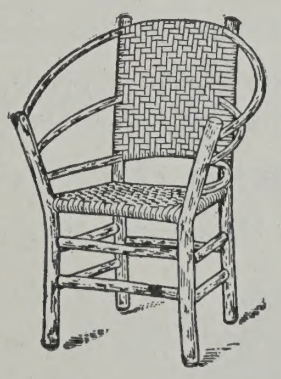
We carry, Fresh from the Sea, the leading varieties of Salt Water Fish, Lobsters, Live and Boiled, Clams, etc.

Deliveries to All Parts of the Cape

LEADING NORTH SHORE PROVISION AND FISH DEALERS

Telephone 112-113-114

The North Shore Furniture Co.



161 MAIN, cor. PARSONS STS.,
Opposite Cape Ann National Bank,
GLOUCESTER

In Our New Three-Story Building We Carry a Full Line of

Cottage and Lawn Furniture, Hammocks, Refrigerators, Mattings and Carpetings, etc.

We Deliver to all Sections of the North Shore. Telephone 94.

ASK MR. CHICK

HE PROBABLY KNOWS, ANYTHING ABOUT

SEASHORE REAL ESTATE

BASS ROCKS AND EASTERN POINT A SPECIALTY

353 MAIN STREET Telephone 1180

NORTH SHORE THEATRE

(Continued from page 3)

an inferiority complex. He is willed a brown derby by an eccentric uncle—the same derby, incidentally, which the deceased wore when he put over his big deals and accumulated his fortune. The derby is the piece-de-resistance here and figures to place Hines in all sorts of jams, tight and otherwise. The fun is particularly bright since it hits upon all eight cylinders.

On Thursday, Friday and Saturday, the North Shore Theatre is presenting Milton Sills and Gertrude Olmstead in a great First National attraction, "Puppets."

"Puppets" is a drama of love, jealousy and revenge, with Milton Sills as an Italian Puppet Master, a story of love in New York's Little Italy. The puppet master lover Angela and being called to the army marries her on the eve of his departure, leaving her in care of his cousin Bruno with instructions to protect her from Frank, who sought to make love to her. But Bruno proves unfaithful to his trust and faking a letter indicating that her husband is dead, gradually works into the affections of Angela. The puppet master, freed from an Austrian prison camp, returns home stone deaf and threatens vengeance when he learns the truth. A fall restores his hearing and he and Bruno fight. The theatre gets on fire and the puppet master after saving Angela, also goes back to Bruno for Angela's sake, but finds out that it is he, that Angela really loves. The characters are confined entirely to Italian portrayals.

On the same bill are John Patrick, Dorothy Devore and Montague Love in Warner Brothers exceptional photoplay, "The Social Highwayman." There are few places in the world that appeal more to the imagination of people than Monte Carlo. Its luxury, its beauty, its lavish gambling rooms, the tremendous stakes played for by men and women—fortunes won and swept away—here is feverish romance and adventure. A fast-tripping, laugh-zipping, fun-scooting tale of a social highwayman, with the bandit himself the gracious host to an adventurous young reporter, and a flighty, flippant chit of a girl, both gayly masquerading as hardened criminals.

An excellent show at the North Shore Theatre all the week.

PERKINS & CORLISS, Inc.

LINCOLN — FORD — FORDSONS

SALES AND SERVICE

Distributors for Texaco Petroleum Products

Tel. Gloucester 200. Manchester 290

GENUINE HAND WROUGHT PAUL REVERE LANTERNS AND SCONCES

For the Cosey Corner or Library.

Reproductions of old specimens, equipped for electricity or candles. Iron chemically treated for weather beaten effect. Will last a life time.

LAWRENCE J. McGINN

(Member Arts and Crafts Society of Boston & New York.)

Inspection Solicited

Telephone 805-J

LANTERNSMITH SHOP

32 MAIN STREET, GLOUCESTER, MASS.

WEST GLOUCESTER—NEW WAY LANE

George Sylvester and family of Brookline are again occupying their camp.

Mr. and Mrs. Horace A. Smith of Gloucester came to their camphouse early in June.

Asa McCommiskey and family are among the cottagers in this locality.

Lewis DeLotto and family of Gloucester have returned for another season.

Mr. and Mrs. James A. Larose of Gloucester are in their cottage, Larose avenue.

The family of Capt. Burns Benham of Boston are among the cottage colony returned for another season.

Roy Reed and family of Gloucester have joined the cottage colony.

Daniel T. McPhee and family of Beverly, old cottagers, are again making the season at their cottage.

"FASHION"

(Continued from page 3)

Sidney Borg, William Hamlin Childs, Henry D. Walbridge, Marshall Field, and Dorothy Earle.

Fashion has its first presentation, tomorrow, Saturday evening, August 7, at the Moorland Casino. Also Monday, August 9; Hawthorne Inn Casino, Tuesday, August 10.

Very True Indeed

Teacher—How many make a dozen?

Grover's son—Twelve.

How many make a million?

Very few.

HIGH CLASS LUGGAGE

FOR LONG OR SHORT TRIPS

BOTT BROS.

The Leather Shop

Phone 10 5 MAIN

Steamship Agents

Tickets and Reservations

FINEST, LARGEST AND LIGHTEST FURNITURE HEADQUARTERS THIS SIDE OF BOSTON

National House Furnishing Co.

Have just occupied their new block, corner Main and Elm Streets, Gloucester, just below the Post Office.

Porch Chairs

Bedsteads

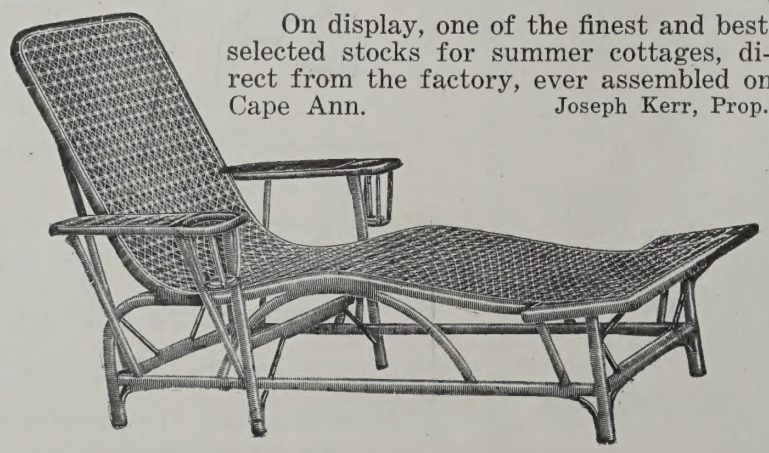
Hammocks

Oil Stoves

Refrigerators, etc.

Specially Selected for Summer Needs

Goods delivered to all parts of Cape Ann, Magnolia and Manchester.



On display, one of the finest and best selected stocks for summer cottages, direct from the factory, ever assembled on Cape Ann. Joseph Kerr, Prop.

G M I

Gloucester Manchester Ipswich

LAUNDRY COMPANY

12 Burnham St., Montgomery Place Gloucester. Tel. 1062

9 Central St., Manchester. Tel. 85-W

Wonasquam Lodge

The House of Comfort

Ocean view. Clean sandy beach. Safe bathing. Boating and Fishing. Golf. Excellent Table. Private Baths.

FRANK H. SHUTE, Proprietor.

ANNISQUAM - MASS.

Office Open Day and Night.

Tel. Con.

WILLARD S. PIKE

Funeral Director

and Embalmer

Shipping, Transfer and Crematory Work

75 Washington Street,

Gloucester Mass.

C. S. NAUSS (Established 1837) L. H. NAUSS

L. B. Nauss & Sons

"NAUSS LUMBER"

LUMBER

LIME

CEMENT

BUILDING SUPPLIES

"Everything to Build Anything"

Telephones 195-196-197

RAILROAD AVE.,

GLOUCESTER, MASS.

Keep Cool in Hot Weather

Gloucester Electric Company

Furnishes Electric Light and Power to all places on Cape Ann, Magnolia and the Town of Essex

ELECTRIC FLAT IRONS

for the Laundry

Contribute to Comfort of Servants.

A FULL STOCK OF ELECTRIC APPLIANCES FOR DOMESTIC PURPOSES

OFFICE:

102 MAIN ST., GLOUCESTER

Near Waiting Station

FOUNDED 1849

THREE-QUARTERS OF A CENTURY THE LEADER

The Gorton-Pew Fisheries Co.

THE LARGEST AND OLDEST PRODUCING AND DISTRIBUTING SALTED AND CANNED FISH CONCERN ON THE ATLANTIC SEABOARD. Manufacturers of the GORTON'S LIQUID FISH GLUES, Guaranteed Strictly Pure. Rapidly superseding all other makes. Positively unadulterated. We produce 60 per cent. of the material from which fish glue is made.

Our brands of canned salt and fresh fish have achieved an international reputation. Delicious, dainty and ready to serve. Your home and camp larder is incomplete without them. All from the choicest Gloucester recipes.

SOME OF THE GORTON-PEW FAMOUS FAMILY OF SEA FOODS:

GORTON'S READY-TO-FRY COD FISH CAKES

GORTON'S CODFISH (No Bones)

GORTON'S FLAKED FISH

GORTON'S SALAD FISH

GORTON'S FRESH MACKEREL (in Cans)

GORTON'S FINNAN HADDIE

GORTON'S DEEP SEA ROE

GORTON'S MANHATTAN CLAM CHOWDER

GORTON'S DOWN EAST CLAM CHOWDER

GORTON'S HADDOCK CHOWDER

and fifteen other fish products, including GORTON'S PURE LIQUID GLUE.

NOTE—Our plants are always open for inspection. We maintain a guide especially to conduct visitors. Don't fail to witness the interesting process of fish skinning. The world's experts employed. One of the sights of America's oldest fishing port.

1885-1926

THE BOSTON STORE

THE STORE OF SERVICE

We have *28 DEPARTMENTS* well stocked with merchandise of quality. We cordially invite you to visit our store, go from department to department so you may acquaint yourself with the large assortments we have for your selection.

The splendid patronage accorded us in the past seasons gives us a definite knowledge of the requirements of our customers, and this, coupled with our uniformly good values, assures you the best merchandise at prices consistent with quality.

During the rebuilding of our Main Street Store our business is continued in our Pleasant Street section.

New customers we welcome, so let's get acquainted. Satisfied customers are our best assets.

The William G. Brown Co.

Next to Post Office

Pleasant St.,
GLOUCESTER,
MASS.